

PERMISSIBLE USES OF THIS NATIONAL NIELSEN TELEVISION REPORT

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NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 22, 1984

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XVIII GAME(S)	46.4	38,880
2	SUPER BOWL XVIII-KICKOFF(S)	40.0	33,520
3	SUPER BOWL XVIII POST(S)	33.3	27,910
4	ABC MONDAY NIGHT MOVIE#	31.9	26,730
5	60 MINUTES	30.1	25,220
6	AMERICAN MUSIC AWARDS(S)	27.4	22,960
7	DYNASTY	25.3	21,200
8	DALLAS	25.2	21,120
9	A TEAM	25.0	20,950
10	SIMON & SIMON	24.1	20,200
11	HOTEL	22.5	18,860
12	MAGNUM, P.I.	22.4	18,770
13	TV BLOOPERS & PRAC. JOKES	22.1	18,520
14	SUPER BOWL TODAY(S)	21.7	18,180
15	AIRWOLF SPECIAL(S)	21.6	18,100
16	FALCON CREST	21.5	18,020
17	FALL GUY	21.3	17,850
18	KNOTS LANDING	20.9	17,510
19	JEFFERSONS#	19.6	16,420
20	WEBSTER	19.5	16,340
21	FOUL UPS, BLEEPs-BLUNDERS	19.4	16,260
22	RIPTIDE	19.4	16,260

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XVIII GAME(S)	35.2	77,620
2	SUPER BOWL XVIII-KICKOFF(S)	28.7	63,290
3	SUPER BOWL XVIII POST(S)	23.4	51,560
4	AMERICAN MUSIC AWARDS(S)	21.4	47,120
5	ABC MONDAY NIGHT MOVIE#	20.4	44,830
6	A TEAM	19.9	43,790
7	60 MINUTES	19.3	42,520
8	DALLAS	16.8	37,070
9	DYNASTY	16.7	36,890
10	FALL GUY	16.3	35,970
11	SIMON & SIMON	16.0	35,140
12	TV BLOOPERS & PRAC. JOKES	15.9	35,070
13	HOW BUGS BUNNY WON-WEST(S)	15.3	33,710
14	MAGNUM, P.I.	15.1	33,330
15	IS THIS GOODBYE C. BROWN(S)	14.5	31,890
16	JEFFERSONS#	14.0	30,820
17	SUPER BOWL TODAY(S)	13.8	30,460
18	DUKES OF HAZZARD#	13.8	30,390
19	FOUL UPS, BLEEPs-BLUNDERS	13.8	30,330
20	HOTEL	13.4	29,490
21	WEBSTER	13.2	29,170
22	ONE DAY AT A TIME#	13.2	28,990

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XVIII GAME(S)	30.6	26,800
2	ABC MONDAY NIGHT MOVIE#	28.1	24,570
3	SUPER BOWL XVIII-KICKOFF(S)	24.5	21,390
4	DALLAS	23.9	20,870
5	AMERICAN MUSIC AWARDS(S)	23.3	20,400
6	60 MINUTES	23.0	20,140
7	DYNASTY	22.8	19,980
8	SUPER BOWL XVIII POST(S)	22.1	19,350
9	SIMON & SIMON	19.7	17,200
10	HOTEL	19.6	17,180
11	FALCON CREST	19.3	16,910
12	KNOTS LANDING	18.3	15,970
13	MAGNUM, P.I.	17.9	15,660
14	TV BLOOPERS & PRAC. JOKES	17.4	15,180
15	A TEAM	17.3	15,170
16	CBS TUESDAY NIGHT MOVIES	16.8	14,730
17	WEBSTER	16.6	14,560
18	JEFFERSONS#	16.5	14,430
19	TRAPPER JOHN, M.D.#	16.5	14,410

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XVIII GAME(S)	47.9	37,750
2	SUPER BOWL XVIII-KICKOFF(S)	40.0	31,540
3	SUPER BOWL XVIII POST(S)	32.0	25,230
4	60 MINUTES	23.7	18,710
5	SUPER BOWL TODAY(S)	20.6	16,250
6	A TEAM	19.8	15,650
7	AMERICAN MUSIC AWARDS(S)	19.8	15,640
8	ABC MONDAY NIGHT MOVIE#	19.2	15,150
9	AIRWOLF SPECIAL(S)	17.7	13,980
10	RIPTIDE	15.8	12,490
11	SIMON & SIMON	15.6	12,320
12	DYNASTY	15.3	12,080
13	FALL GUY	15.0	11,800
14	MAGNUM, P.I.	14.7	11,580
15	TV BLOOPERS & PRAC. JOKES	14.6	11,540
16	BOB HOPE-USO XMAS-BEIRUT(S)	13.9	10,990
17	ABC SUNDAY NIGHT MOVIE	13.9	10,960
18	HILL STREET BLUES	13.9	10,940
19	DALLAS	13.4	10,590
20	HARDCASTLE & MCCORMICK	12.8	10,090
21	CHEERS	12.8	10,080
22	REMINGTON STEELE	12.8	10,080

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(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PERMISSIBLE USES

OF THIS NATIONAL NIELSEN TELEVISION REPORT

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NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 22, 1984

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XVIII GAME(S)	31.5	17,290
2	ABC MONDAY NIGHT MOVIE#	28.8	15,810
3	AMERICAN MUSIC AWARDS(S)	26.7	14,650
4	SUPER BOWL XVIII-KICKOFF(S)	24.6	13,550
5	DYNASTY	21.0	11,550
6	DALLAS	19.9	10,940
7	SUPER BOWL XVIII POST(S)	19.8	10,870
8	A TEAM	18.3	10,070
9	HOTEL	17.4	9,590
10	TV BLOOPERS & PRAC. JOKES	17.0	9,370
11	60 MINUTES	17.0	9,360
12	SIMON & SIMON	16.8	9,250
13	MATT HOUSTON	16.2	8,920
14	FALL GUY	16.1	8,860
15	KNOTS LANDING	15.6	8,550
16	HILL STREET BLUES	15.2	8,340
17	CBS TUESDAY NIGHT MOVIES	15.1	8,300
18	FALCON CREST	15.1	8,280
19	WEBSTER	15.0	8,260

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	32.9	8,850
2	DALLAS	32.2	8,650
3	SUPER BOWL XVIII GAME(S)	29.0	7,810
4	FALCON CREST	28.1	7,550
5	ABC MONDAY NIGHT MOVIE#	27.0	7,250
6	SUPER BOWL XVIII POST(S)	25.7	6,910
7	DYNASTY	25.2	6,790
8	MAGNUM, P.I.	24.9	6,700
9	SIMON & SIMON	24.6	6,610
10	KNOTS LANDING	23.9	6,440
11	SUPER BOWL XVIII-KICKOFF(S)	23.2	6,240
12	MISSISSIPPI	22.7	6,110
13	HOTEL	22.6	6,090
14	ALICE#	22.2	5,980
15	BOB HOPE-USO XMAS-BEIRUT(S)	21.5	5,790
16	ONE DAY AT A TIME#	21.0	5,640
17	BENSON	20.9	5,610
18	CBS EVENING NEWS-RATHER	20.7	5,580
18	TRAPPER JOHN, M.D.#	20.7	5,580

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XVIII GAME(S)	44.8	23,810
2	SUPER BOWL XVIII-KICKOFF(S)	37.0	19,670
3	SUPER BOWL XVIII POST(S)	29.7	15,820
4	AMERICAN MUSIC AWARDS(S)	23.1	12,310
5	A TEAM	20.9	11,100
6	AIRWOLF SPECIAL(S)	19.2	10,200
7	SUPER BOWL TODAY(S)	19.2	10,190
8	60 MINUTES	18.9	10,060
9	ABC MONDAY NIGHT MOVIE#	18.2	9,700
10	RIPTIDE	17.4	9,240
11	HILL STREET BLUES	16.0	8,490
12	TV BLOOPERS & PRAC. JOKES	15.2	8,070
13	DYNASTY	15.0	7,980
14	SIMON & SIMON	14.8	7,860
15	ABC SUNDAY NIGHT MOVIE	14.6	7,780
16	FALL GUY	14.5	7,700
17	MASTER#	14.1	7,480
18	CHEERS	13.8	7,360
19	REMINGTON STEELE	13.8	7,320
20	MAGNUM, P.I.	13.7	7,300
21	HARDCASTLE & MCCORMICK	13.6	7,220

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XVIII GAME(S)	55.2	11,310
2	SUPER BOWL XVIII-KICKOFF(S)	46.9	9,610
3	SUPER BOWL XVIII POST(S)	37.5	7,680
4	60 MINUTES	34.7	7,120
5	SUPER BOWL TODAY(S)	23.0	4,710
6	ALICE#	20.0	4,090
7	A TEAM	19.6	4,020
8	ABC MONDAY NIGHT MOVIE#	19.5	4,000
9	DALLAS	19.2	3,930
10	CBS EVENING NEWS-DEAN#	18.7	3,830
11	CBS EVENING NEWS-RATHER	18.2	3,730
12	FALCON CREST	18.2	3,720
13	SIMON & SIMON	18.1	3,700
14	ONE DAY AT A TIME#	17.9	3,670
15	HOTEL	17.7	3,630
16	DYNASTY	17.3	3,550
17	AFTERMASH	17.0	3,480
18	DUKES OF HAZZARD#	16.9	3,470
19	BOB HOPE-USO XMAS-BEIRUT(S)	16.9	3,460
19	MAGNUM, P.I.	16.9	3,460

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(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN						MEN						TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
•EVENING																																	
A TEAM																																	
	TUE.	8.00P	60	NBC	A	16	209	209	A	25.0	35	2095	2090	671	243	723	278	480	432	338	203	748	303	531	445	345	192	224	76	395	257		
		8.00 - 8.30							B	24.8	37	2078	2067	641	248	701	252	447	422	337	213	719	300	500	430	326	186	236	81	411	266		
		8.30 - 9.00							A	23.5	34	1969	2076	667	245	718	270	473	422	336	209	741	292	519	436	345	200	213	73	404	261		
									A	26.5	37	2221	2097	675	242	728	283	487	438	342	202	751	310	539	453	344	185	233	78	385	251		
ABC BUSINESS BRIEF-MON																																	
	1 MON.	8.58P	1	ABC	N	1	185	93	A	17.4	24	1458	1822	710	280	765	231	435	372	297	286	639	245	360	264	199	239	198	41^	220	162		
									B	17.4	24	1458	1822	710	280	765	231	435	372	297	286	639	245	360	264	199	239	198	41	220	162		
ABC BUSINESS BRIEF-WED																																	
	1 WED.	8.58P	1	ABC	N	2	198	195	A	22.2	32	1860	1983	721	293	809	331	498	434	357	246	676	256	434	401	323	200	177	74	321	233		
	2 WED.	8.57P	2						B	22.2	32	1860	1983	721	293	809	331	498	434	357	246	676	256	434	401	323	200	177	74	321	233		
ABC BUSINESS BRIEF-FRI																																	
	1 FRI.	8.57P	2	ABC	N	2	196	191	A	15.0	23	1257	1756	737	296	863	280	499	441	393	309	406	137	232	225	179	146	170	109	317	215		
	2 FRI.	8.58P	1						B	15.0	23	1257	1756	737	296	863	280	499	441	393	309	406	137	232	225	179	146	170	109	317	215		
ABC MONDAY NIGHT MOVIE																																	
	1 MON.	9.00P	120	ABC	FF	2	199	98	A	31.9	46	2673	1677	852	326	921	339	592	508	426	272	567	208	364	332	253	150	121	86	68^	35^		
		9.00 - 9.30							B	23.6	36	1978	1794	794	339	888	346	590	486	413	248	619	226	416	373	308	149	164	101	123	87		
		9.30 - 10.00							A	28.7	40	2405	1666	825	315	890	314	552	486	410	270	560	211	355	305	244	149	127	90^	89^	46^		
		10.00 - 10.30							A	31.6	45	2648	1688	839	313	907	329	584	498	416	270	573	208	360	328	251	159	133	93	75^	40^		
		10.30 - 11.00							A	33.5	49	2807	1681	861	338	934	349	613	520	436	267	565	211	367	340	253	146	120	85	62^	31^		
									A	33.7	52	2824	1671	875	336	941	354	612	523	441	276	569	205	371	351	261	147	111	79^	50^	26^		
ABC NEWSBRIEF-M-F																																	
						79	190	184	A	19.0	28	1592	1753	747	300	845	322	536	472	391	249	584	244	403	342	256	144	200	104	124	87		

1 MON.	9.52P	1	ABC	N	96	95	B	15.9	24	1332	1718	713	292	798	287	483	430	368	258	590	224	375	333	276	174	166	86	164	115		
TU-F	9.58P	1																													
2 MON.	10.21P	2																													
ABC NEWSBRIEF-SAT.																															
	SAT.	9.58P	1	ABC	N	16	191	186	A	17.2	28	1441	1733	741	324	841	292	468	445	357	307	518	203	338	285	229	157	213	104	161	119
						92	96		B	18.7	31	1567	1750	775	278	862	260	442	410	375	365	518	171	299	261	233	193	173	104	197	147
ABC NEWSBRIEF-SUN.																															
	1 SUN.	10.00P	1	ABC	N	16	194	189	A	15.4	22	1291	1978	796	334	862	346	577	495	387	237	753	294	532	429	356	202	209	84^	154	98
	2 SUN.	8.33P	1			98	98		B	19.1	29	1601	1807	664	290	718	280	494	433	355	176	826	350	583	504	383	196	161	76	102	68
ABC SPORTS UPDATE-SAT																															
	SAT.	8.58P	1	ABC	SN	16	189	194	A	17.4	28	1458	1873	733	352	796	237	430	451	392	306	645	182	405	378	350	208	148	59^	284	170
						92	97		B	17.1	28	1433	1743	728	262	802	218	394	383	377	356	596	164	324	304	305	240	131	56	214	144
ABC SPORTS UPDATE-SUN																															
	1 SUN.	8.34P	1	ABC	SN	14	192	194	A	17.7	26	1483	1889	714	358	778	289	512	469	400	213	818	344	590	514	372	183	146	80	147	86
	2 SUN.	9.59P	1			95	97		B	16.7	24	1399	1956	703	312	774	287	512	467	384	219	757	305	540	473	372	178	169	71	256	170
ABC SUNDAY NIGHT MOVIE																															
	1 SUN.	9.00P	144	ABC	FF	15	198	199	A	17.4	27	1458	1794	739	347	797	322	544	486	392	192	752	309	533	451	351	181	181	88	64^	53^
	2 SUN.	9.00P	136			99	99		B	20.7	32	1735	1874	739	335	795	308	550	506	406	182	806	351	590	505	376	172	178	90	95	65
		9.00 - 9.30							A	16.0	23	1341	1886	712	306	773	292	515	481	406	185	789	302	558	498	402	191	208	93	116	94
		9.30 - 10.00							A	17.1	25	1433	1890	731	333	794	318	541	493	401	185	792	329	571	492	376	183	206	106	98	77^
		10.00 - 10.30							A	18.4	29	1542	1744	740	358	797	330	551	481	376	197	743	311	515	425	329	192	166	79	38^	33^
		10.30 - 11.00							A	17.8	30	1492	1741	762	367	814	327	557	489	399	202	726	314	514	425	318	174	163	81	38^	33^
		11.00 - 11.30							A	18.0	34	1508	1697	741	380	803	338	545	487	376	194	696	285	504	418	326	151	168	87	30^	25^
ABC WORLD NEWS TONIGHT																															
	M-F	6.30P	30	ABC	N	80	205	205	A	12.1	20	1014	1543	721	242	778	193	352	329	372	358	614	190	315	291	276	253	51^	19^	100	55^
									B	11.2	20	939	1521	713	243	768	195	356	341	359	352	597	174	305	286	283	251	64	23	92	57
ABC WRLD NEWS TONIGHT-SUN																															
	2 SUN.	6.30P	30	ABC	N	14	154		A	5.2	8	436	1537	562	282^	723	143^	209^	193^	254^	485^	723	198^	333^	169^	344^	356^	91^	91^	LT	LT
						84			B	8.2	14	687	1648	678	217	766	160	310	294	339	415	682	196	334	279	313	301	57	37	143	85

PERMISSIBLE USES

OF THIS NATIONAL NIELSEN TELEVISION REPORT

12 PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)														
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11												
EVENING CONT'D																																								
ABC WRLD NEWS-SUN(B)															123		A	5.8	10	486	1570	610	179	649	110	187	275	339	333	590	75	220	257	256	333	30	30	301	124	
1 SUN. 6.30P 30 ABC N															67																									
AFTERMASH															15	200	203	A	17.0	24	1425	1676	701	249	800	217	378	379	372	352	657	211	369	323	335	245	149	57	70	43
MON. 9.00P 30 CBS CS															99	99		B	21.7	31	1818	1738	759	276	841	297	474	427	353	320	586	231	365	325	268	186	176	84	135	85
AIRWOLF SPECIAL(S)															201		A	21.6	36	1810	1540	600	203	642	206	388	377	343	187	772	270	564	517	436	171	88	44	38	21	
2 SUN. 9.45P 123 CBS A															99																									
9.30 - 10.00																	A	24.9	36	2087	1602	627	266	676	191	376	355	354	244	783	250	525	501	432	218	76	31	67	43	
10.00 - 10.30																	A	22.6	34	1894	1534	623	219	657	216	391	381	341	198	757	244	538	503	426	185	74	28	46	27	
10.30 - 11.00																	A	20.5	33	1718	1510	577	193	618	194	379	378	341	166	777	273	581	526	438	161	82	38	33	16	
11.00 - 11.30																	A	20.8	37	1743	1583	587	179	638	217	399	388	345	163	798	290	603	546	470	154	119	73	28	12	
11.30 - 12.00																	A	20.1	44	1684	1485	593	173	633	212	397	382	336	177	752	297	565	515	407	146	86	42	14	14	
ALICE															11	191		A	17.4	26	1458	1835	692	228	841	228	308	304	365	410	576	163	246	264	257	279	134	105	284	126
1 SUN. 8.00P 30 CBS CS															96		B	16.9	25	1416	1679	739	287	825	227	351	322	349	410	554	158	255	228	248	257	109	64	191	127	
AMERICAN MUSIC AWARDS(S)															203		A	27.4	41	2296	2052	750	347	888	422	638	519	372	191	682	368	536	416	252	97	327	165	155	98	
2 MON. 9.00P 129 ABC AC															99																									
9.00 - 9.30																	A	24.7	35	2070	2172	737	352	878	406	615	488	359	209	647	330	484	393	250	106	415	200	232	141	
9.30 - 10.00																	A	26.7	38	2237	2165	747	363	896	424	639	522	370	197	675	353	517	414	262	101	397	189	197	132	
10.00 - 10.30																	A	30.0	45	2514	1992	745	334	882	430	631	524	361	189	677	372	542	422	247	92	276	156	157	99	
10.30 - 11.00																	A	28.9	46	2422	1947	758	337	889	426	648	529	378	181	707	403	582	444	249	82	266	141	85	52	
11.00 - 11.30																	A	25.9	47	2170	1834	763	350	882	410	658	554	406	160	695	378	550	398	264	85	221	100	36	20	
AUTOMAN															5	195	193	A	12.9	19	1081	2231	688	278	743	288	500	440	366	187	685	315	522	421	283	154	279	85	524	321
THU. 8.00P 60 ABC A															97	96		B	13.4	20	1123	2166	664	236	732	288	498	451	348	182	680	290	498	435	307	152	248	81	506	322
8.00 - 8.30																	A	12.7	19	1064	2199	684	261	732	259	477	436	379	191	687	304	511	418	286	165	251	71	529	334	
8.30 - 9.00																	A	13.2	19	1106	2237	685	293	747	309	517	441	353	183	675	320	525	425	279	141	303	99	512	304	
BENSON															15	199	196	A	17.9	28	1500	1729	794	322	910	268	476	422	413	375	406	119	206	172	189	175	161	104	252	178
FRI. 8.00P 30 ABC CS															96	96		B	16.1	27	1349	1696	749	287	852	260	450	417	381	345	511	165	289	266	232	190	130	80	203	140
BLUE THUNDER															3	199	197	A	13.8	21	1156	1779	635	253	687	248	486	466	372	162	555	206	363	340	276	162	196	73	341	281
FRI. 9.00P 60 ABC A															98	98		B	15.1	23	1265	1818	629	239	676	238	447	438	358	184	627	254	431	376	302	158	210	59	305	243
9.00 - 9.30																	A	13.6	20	1140	1761	615	261	669	248	466	444	350	164	539	208	351	326	257	158	194	73	359	281	
9.30 - 10.00																	A	13.9	21	1165	1791	653	243	702	247	502	484	391	161	569	206	374	356	292	163	196	72	324	279	
BOB HOPE-USO XMAS-BEIRUT(S)															204		A	18.1	27	1517	1796	753	287	821	194	385	370	397	383	723	224	434	420	367	228	112	29	140	61	
1 SUN. 9.00P 120 NBC GV															99																									
9.00 - 9.30																	A	17.1	25	1433	1897	777	297	841	192	368	368	395	408	759	274	480	436	347	222	119	38	178	96	
9.30 - 10.00																	A	19.5	28	1634	1892	768	276	836	206	394	379	385	389	743	253	452	427	335	227	141	40	172	77	
10.00 - 10.30																	A	18.4	28	1542	1731	749	290	815	188	394	381	412	370	713	189	414	422	398	232	96	18	107	41	
10.30 - 11.00																	A	17.2	28	1441	1676	723	285	798	193	379	358	401	364	692	189	401	402	388	231	89	22	97	28	
BUFFALO BILL															5	201	203	A	13.8	21	1156	1700	708	256	819	365	573	470	337	212	597	320	464	362	199	121	147	79	137	88
THU. 9.30P 30 NBC CS															98	99		B	13.3	20	1115	1614	700	292	812	363	547	460	326	221	563	282	410	347	204	129	133	81	106	71
CBS EVENING NEWS-RATHER															79	203	203	A	15.4	25	1291	1518	700	232	772	169	289	279	326	433	587	138	255	263	282	288	82	38	77	33
M-F 6.30P 30 CBS N															99	99		B	13.9	24	1165	1543	700	206	775	155	289	289	325	438	610	144	267	265	290	297	71	31	87	50
CBS EVENING NEWS-DEAN															9	178		A	15.6	27	1307	1737	735	291	755	112	290	328	386	391	628	92	271	335	356	293	170	67	184	69
1 SUN. 6.00P 30 CBS N															89		B	9.3	16	779	1615	674	235	749	160	302	289	354	392	672	179	310	324	318	301	98	49	96	62	
CBS SAT. NEWS-SCHIEFFER															9	164	165	A	13.4	23	1123	1512	711	206	753	189	308	301	313	404	639	184	323	317	316	272	37	19	83	31
SAT. 6.30P 30 CBS N															90	90		B	10.6	20	888	1550	719	168	779	161	294	305	341	431	614	155	296	285	298	284	69	21	88	54

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																																
CBS SAT. NIGHT MOVIE						16	190	183	A	11.5	20	964	1771	759	328	858	273	477	473	416	294	654	206	404	400	373	206	141	39^	118^	56^	
1 SAT. 9.00P 138 CBS FF						97	94	B	14.8	25	1240	1796	716	267	789	264	464	445	386	266	643	221	424	404	343	176	176	72	188	140		
2 SAT. 9.00P 120																																
9.00 - 9.30								A	11.3	18	947	1806	722	294	827	253	439	424	386	316	623	190	356	361	347	218	172	62^	184	77^		
9.30 - 10.00								A	10.9	18	913	1796	723	314	819	241	435	440	406	300	619	176	363	368	363	213	182	58^	176	64^		
10.00 - 10.30								A	11.7	20	980	1733	790	354	898	314	515	501	414	288	652	222	419	420	366	189	111^	23^	72^	48^		
10.30 - 11.00								A	11.8	21	989	1758	779	339	875	293	504	501	420	279	680	218	445	436	401	191	133	29^	70^	45^		
11.00 - 11.30								A	13.8	27	1156	1670	758	336	842	235	486	481	480	276	716	257	464	415	384	208	52^	9^	60^	35^		
CBS TUESDAY NIGHT MOVIES						12	199	196	A	19.1	29	1601	1561	782	298	921	343	518	431	377	334	487	155	250	234	243	189	119	66^	34^	26^	
TUE. 9.00P 120 CBS FF						98	98	B	17.5	27	1467	1529	759	273	862	266	446	400	393	353	513	157	282	251	258	195	93	51	61	38		
9.00 - 9.30								A	16.8	24	1408	1607	778	286	912	332	487	405	357	360	485	162	244	235	227	191	154	70^	56^	41^		
9.30 - 10.00								A	18.9	28	1584	1607	780	303	933	355	527	419	371	342	489	157	254	250	246	184	141	73^	44^	32^		
10.00 - 10.30								A	20.1	32	1684	1533	783	306	925	352	539	446	383	316	484	142	243	227	252	193	106	69	18^	18^		
10.30 - 11.00								A	20.6	35	1726	1505	783	292	907	334	516	445	388	319	491	157	256	230	250	187	91	58^	16^	16^		
CBS WEDNESDAY NIGHT MOVIE						15	189	192	A	11.7	18	980	1726	708	286	732	271	464	399	340	228	710	261	497	456	374	166	209	59^	75^	53^	
WED. 9.00P 120 CBS FF						96	98	B	13.2	21	1106	1644	704	250	759	243	440	406	380	264	638	242	423	366	307	178	144	55	103	62		
9.00 - 9.30								A	10.9	16	913	1755	732	282	746	263	461	381	358	244	701	243	478	444	382	176	186	64^	122^	80^		
9.30 - 10.00								A	11.3	17	947	1788	722	289	735	263	461	385	350	232	711	259	490	441	379	168	233	54^	109^	75^		
10.00 - 10.30								A	12.5	20	1048	1694	704	289	735	279	483	422	332	217	717	265	509	468	377	164	207	60^	35^	30^		
10.30 - 11.00								A	12.4	21	1039	1612	657	277	695	268	439	390	314	218	685	261	494	453	350	153	195	55^	37^	32^		
CHEERS						5	200	206	A	17.9	26	1500	1889	734	281	853	345	545	434	329	274	673	344	491	351	232	163	192	103	171	100	

THU.	9.00P	30	NBC	CS	97	99	B 17.1	25	1433	1764	733	304	850	351	532	439	331	275	619	293	422	344	234	164	163	96	132	84	
DALLAS					15	206	206	A 25.2	38	2112	1755	870	307	988	363	518	430	369	409	502	186	284	258	212	186	104	46^	161	98
FRI.	9.00P	60	CBS	GD	99	99	B 25.6	40	2145	1716	876	299	966	313	486	443	396	418	492	170	266	240	211	197	90	50	168	101	
	9.00 - 9.30						A 24.6	37	2061	1792	866	306	995	369	523	427	364	414	507	187	292	263	216	186	111	47^	179	109	
	9.30 - 10.00						A 25.7	39	2154	1721	877	309	985	358	515	434	375	406	496	186	277	253	205	186	96	45^	144	89	
DIFF'RENT STROKES-SAT.					14	190	195	A 16.3	27	1366	1997	694	257	797	310	412	310	281	317	503	194	297	257	231	158	248	110	449	321
SAT.	8.00P	30	NBC	CS	93	96	B 14.7	25	1232	1975	715	249	784	253	419	381	328	316	505	165	280	272	243	174	240	129	446	317	
DOMESTIC LIFE					3	198	194	A 12.2	18	1022	1821	715	278	817	329	470	357	321	302	521	187	317	277	273	168	229	121	254	174
WED.	8.00P	30	CBS	CS	99	99	B 13.2	20	1106	1790	735	287	837	307	479	386	351	317	548	202	340	312	264	168	198	103	207	143	
DUKES OF HAZZARD					14	202		A 17.7	28	1483	2049	628	196	705	213	356	289	299	342	578	172	322	318	295	234	271	142^	495	327
2 FRI.	8.00P	60	CBS	CS	99		B 17.5	29	1467	2014	691	209	767	252	362	316	306	358	578	183	304	270	274	240	164	67	505	294	
	8.00 - 8.30						A 17.1	27	1433	2056	611	174	681	198	340	278	300	341	563	168	312	311	290	228	276	144^	536	361	
	8.30 - 9.00						A 18.3	28	1534	2035	643	214	726	228	374	295	299	344	590	175	331	322	297	240	264	137^	455	297	
DYNASTY					14	202	198	A 25.3	37	2120	1740	818	320	943	362	545	480	390	320	569	243	375	314	237	168	135	77	93	71
WED.	9.00P	60	ABC	GD	99	98	B 24.0	36	2011	1698	853	344	952	356	568	506	413	314	521	219	332	287	219	160	122	74	103	69	
	9.00 - 9.30						A 24.7	36	2070	1781	825	317	944	358	538	475	390	328	586	254	392	322	243	170	145	77	106	78	
	9.30 - 10.00						A 25.8	38	2162	1701	814	322	944	368	553	483	389	314	553	233	362	308	231	165	123	75	81	62	
EMERALD POINT,N.A.S.					13	200	203	A 10.6	16	888	1266	602	171	678	150	264	273	319	354	549	193	287	227	253	229	37^	23^	LT	LT
MON.	10.00P	60	CBS	GD	99	99	B 14.8	23	1240	1478	775	237	874	265	441	402	393	380	493	160	277	245	235	194	78	40	33	20	
	10.00 - 10.30						A 10.8	16	905	1250	599	175	675	155	268	275	304	347	537	177	277	236	258	226	33^	19^	LT	LT	
	10.30 - 11.00						A 10.4	16	872	1273	599	165	676	142	256	267	333	360	557	207	294	214	247	231	40^	23^	LT	LT	
EMPIRE					3	200	194	A 10.1	15	846	1637	691	266	766	301	460	355	318	268	475	159	274	269	260	147	205	110^	191	152
WED.	8.30P	30	CBS	CS	99	99	B 11.4	17	955	1669	705	273	787	300	479	394	341	270	537	197	339	326	260	148	175	91	170	128	

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	START DAY	TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11		
EVENING CONT'D																														
FACTS OF LIFE					14	196	169		A 16.5	24	1383	1800	766	249	838	295	520	437	378	286	481	157	292	295	228	155	280	134	201	97
WED. 9.00P 30 NBC CS					97	91		B 17.6	26	1475	1809	691	246	790	285	472	405	333	273	521	203	331	283	222	157	285	162	213	141	
FALCON CREST					15	205	206		A 21.5	36	1802	1567	848	256	939	285	459	407	397	419	442	128	202	202	196	206	74	35^	112	92
FRI. 10.00P 60 CBS GD					99	99		B 22.1	37	1852	1559	835	282	928	276	452	427	404	402	447	132	226	214	211	190	91	50	93	68	
10.00 - 10.30								A 21.9	36	1835	1571	852	264	939	295	463	416	386	413	445	134	208	204	195	203	76	37^	111	91	
10.30 - 11.00								A 21.2	36	1777	1549	838	247	933	273	453	395	406	421	436	124	195	196	193	209	67	31^	113	92	
FALL GUY					16	204	204		A 21.3	31	1785	2015	705	285	784	304	496	445	365	224	661	244	431	387	318	194	206	79	364	241
WED. 8.00P 60 ABC A					98	98		B 20.0	31	1676	1880	706	276	778	299	477	423	353	246	615	245	403	346	282	179	198	74	289	184	
8.00 - 8.30								A 19.7	29	1651	1994	698	276	772	297	483	441	357	221	648	235	420	377	311	192	202	76	372	235	
8.30 - 9.00								A 22.9	33	1919	2027	708	288	790	306	504	446	371	227	671	251	440	397	320	195	210	82	356	247	
FAMILY TIES					3	194	195		A 16.1	24	1349	1944	719	268	861	309	525	430	360	291	558	233	354	303	216	152	273	183	252	180
THU. 8.30P 30 NBC CS					96	97		B 16.2	24	1358	1855	735	287	859	312	514	419	358	297	523	211	313	278	212	158	264	182	209	146	
FANTASY ISLAND					13	190	207		A 16.4	29	1374	1579	654	276	756	241	439	411	376	260	475	180	318	305	227	123	235	97	113	91
SAT. 10.00P 60 ABC A					94	99		B 15.7	28	1316	1651	695	261	771	253	434	392	358	290	492	177	306	279	228	153	215	116	173	130	
10.00 - 10.30								A 16.4	28	1374	1585	657	273	763	249															

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
EVENING CONT'D																																					
HOTEL-CONT'D																																					
10.00 - 10.30														A	22.7	36	1902	1593	798	319	914	313	511	436	435	325	544	181	309	278	276	195	92	63	43^	23^	
10.30 - 11.00														A	22.3	38	1869	1533	800	322	907	303	506	441	445	320	518	166	288	269	272	188	70	45^	38^	24^	
HOW BUGS BUNNY WON-WEST(S)														203																							
1 FRI. 8.30P 30 CBS EA														99	A	17.4	26	1458	2312	691	281	781	330	534	481	326	194	576	289	423	330	208	146^	241	98^	714	413
IS THIS GOODBYE C. BROWN(S)														203																							
1 FRI. 8.00P 30 CBS EA														99	A	16.9	26	1416	2252	651	248	722	281	459	399	315	218	536	252	374	315	207	151^	256	100^	738	454
JEFFERSONS														12	192																						
1 SUN. 9.00P 30 CBS CS														98	A	19.6	28	1642	1877	747	316	880	306	492	417	390	321	549	239	329	282	206	171	173	104^	275	174
															B	18.6	27	1559	1647	772	296	863	252	416	389	372	389	501	157	256	234	221	209	127	65	156	105
KNIGHT RIDER														14	205																						
1 SUN. 8.00P 60 NBC A														98	A	16.3	24	1366	2074	691	271	759	261	448	398	348	270	574	166^	369	355	288	184	235	115^	506	342
8.00 - 8.30															B	17.7	26	1483	2115	681	264	766	288	500	453	355	222	668	260	467	416	321	161	248	108	433	285
8.30 - 9.00															A	15.2	22	1274	2033	674	248	732	246	415	384	332	270	586	163^	366	341	292	204	228	108^	487	325
															A	17.5	25	1467	2089	701	288	776	274	475	407	362	266	559	167	371	363	282	163	236	117^	518	353
KNOTS LANDING														16	199	201																					
THU. 10.00P 60 CBS GD														99	A	20.9	34	1751	1486	790	292	911	316	487	427	394	367	405	171	261	222	172	127	124	81	46^	31^
10.00 - 10.30															B	20.5	34	1718	1552	845	300	953	348	536	472	400	354	429	169	263	225	188	142	101	64	69	48
10.30 - 11.00															A	20.8	33	1743	1506	796	297	914	323	494	434	390	364	417	175	270	232	179	129	124	77	51^	33^
															A	20.9	34	1751	1465	789	288	911	310	484	422	399	371	391	167	252	213	165	122	121	83	42^	29^
LEG MEN														1	196																						
2 FRI. 8.00P 60 NBC PD														98	A	10.5	16	880	2003	639	228^	661	174^	414	440	398	177^	863	316	611	525	459	186^	333	65^	146^	116^
															B	10.5	16	880	2003	639	228	661	174	414	440	398	177	863	316	611	525	459	186	333	65	146	116
8.00 - 8.30																																					
8.30 - 9.00																																					
LOVE BOAT														16	194	199																					
SAT. 9.00P 60 ABC CS														92	A	18.8	31	1575	1744	744	297	837	286	445	425	344	328	539	201	351	300	248	164	185	98	183	136
9.00 - 9.30															B	19.9	33	1668	1744	769	268	853	250	419	392	368	380	520	171	293	258	232	199	173	103	198	143
9.30 - 10.00															A	18.2	30	1525	1729	735	272	819	273	418	406	332	337	540	194	346	304	251	170	170	96	200	145
															A	19.5	32	1634	1740	748	317	844	295	466	441	350	315	531	202	348	293	244	156	200	100	165	127
MAGNUM, P.I.														15	203	206																					
THU. 8.00P 60 CBS PD														99	A	22.4	33	1877	1776	767	292	834	241	401	393	405	356	617	205	389	350	339	183	143	54^	182	120
8.00 - 8.30															B	22.6	35	1894	1779	746	270	815	244	418	397	379	338	630	222	382	335	297	210	148	54	186	119
8.30 - 9.00															A	21.7	32	1818	1762	772	286	840	237	393	390	406	368	604	197	371	335	331	190	137	52^	181	119
															A	23.0	34	1927	1794	767	298	833	246	411	396	407	349	632	212	405	362	348	182	147	56^	182	120
MAMA'S FAMILY														3	186	184																					
SAT. 9.30P 30 NBC CS														93	A	13.5	22	1131	1837	748	286	846	312	510	404	376	294	582	242	354	356	265	171	191	91^	218	176
															B	12.8	21	1073	1840	730	279	817	306	484	397	344	291	551	205	321	328	265	175	208	107	264	222
MASQUERADE														5	195	190																					
THU. 9.00P 60 ABC A														97	A	11.4	17	955	1791	662	280	698	204	403	361	403	226	690	229	475	417	369	185	239	94^	164	96^
9.00 - 9.30															B	12.4	19	1039	1768	632	232	685	211	418	397	380	204	690	239	458	412	356	193	199	69	194	127
9.30 - 10.00															A	11.0	16	922	1832	663	282	700	213	416	363	397	220	685	235	482	423	364	174	221	103^	196	117^
															A	11.9	18	997	1725	651	273	685	193	383	353	402	228	684	220	460	405	370	193	225	83^	131	75^
MASTER														1	189																						
2 FRI. 9.00P 60 NBC A														98	A	13.2	20	1106	2015	673	330	708	290	506	522	391	127^	887	365	675	595	490	159^	223	113^	197^	141^
9.00 - 9.30															B	13.2	20	1106	2015	673	330	708	290	506	522	391	127	887	365	675	595	490	159	223	113	197	141
9.30 - 10.00															A	13.0	20	1089	2047	689	350	735	305	524	524	401	137^	885	351	670	587	501	162^	223	115^	204^	145^
															A	13.3	20	1115	1988	661	314	684	276	491	522	384	116^	895	382	688	605	483	155^	219	110^	190^	139^
MATT HOUSTON														13	202	198																					
FRI. 10.00P 60 ABC PD														99	A	17.6	29	1475	1777	784	329	847	321	604	586	468	183	652	249	474	441	348	135	147	79^	131	120
10.00 - 10.30															B	15.2	26	1274	1651	718	277	777	259	495	469	409	236	589	211	386	355	303	161	148	70	137	100
10.30 - 11.00															A	17.2	28	1441	1787	782	326	845	316	602	579	470	186	653	247	470	442	349	136	154	81	135	125
															A	18.0	31	1508	1763	789	329	852	326	609	594	466	182	652	250	478	441	346	134	136	76^	123	116

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	WOMEN 18-25			35-64	55+	TOTAL	18-34	MEN 18-25			35-64	55+	TOTAL FEM.	TOTAL 6-11		
																	49	54	64	55+				49	54	64	55+				
EVENING CONT'D																															
MISSISSIPPI																															
TUE. 8.00P 60 CBS GD 15 194 193																															
8.00 - 8.30																															
8.30 - 9.00																															
MOVIE OF THE WEEK-FRIDAY																															
1 FRI. 8.00P 120 NBC FF 8 171 93																															
8.00 - 8.30																															
8.30 - 9.00																															
9.00 - 9.30																															
9.30 - 10.00																															
NBC MONDAY NIGHT MOVIES																															
MON. 9.00P 120 NBC FF 14 175 196																															
9.00 - 9.30																															
9.30 - 10.00																															
10.00 - 10.30																															
10.30 - 11.00																															
NBC NEWS DIGEST-M-F																															
1 M-TH 8.58P 1 NBC N 79 172 174																															
1 FRI. 9.08P 1																															
2 M-F 8.58P 1																															
NBC NEWS DIGEST-2-M-F																															
38 182 170																															
1 TU&TH 9.58P 1 NBC N 89 87																															
2 MON. 9.49P 1																															
2 W & F 9.58P 1																															
NBC NEWS DIGEST-SAT																															
SAT. 8.58P 1 NBC N 16 174 176																															
NBC NEWS DIGEST-2-SAT.																															
1 SAT. 9.58P 1 NBC N 5 172 87																															
NBC NEWS DIGEST-SUN																															
SUN. 8.58P 1 NBC N 16 181 170																															
NBC NEWS DIGEST-2-SUN.																															
2 SUN. 9.48P 1 NBC N 10 181 91																															
NBC NIGHTLY NEWS-SAT.																															
SAT. 6.30P 30 NBC N 13 154 165																															
NBC NIGHTLY NEWS-SUN																															
2 SUN. 6.30P 30 NBC N 5 171 87																															
NBC NIGHTLY NEWS																															
M-F 6.30P 30 NBC N 79 206 206																															
NBC SUN NIGHT MOVIE SPEC.(S)																															
2 SUN. 7.00P 120 NBC FF 186 96																															
7.00 - 7.30																															
7.30 - 8.00																															
8.00 - 8.30																															
8.30 - 9.00																															

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #		DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. %	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11					
EVENING CONT'D																																			
NBC SUNDAY NIGHT MOVIE										12	199	A	14.2	22	1190	1899	719	246	834	281	490	458	363	281	479	188^	306	253	213	140^	332	97^	254	174^	
2 SUN. 9.00P 120 NBC FF										98		B	17.0	26	1425	1823	729	281	810	299	524	476	392	232	694	286	495	421	333	155	190	84	129	82	
9.00 - 9.30												A	13.4	19	1123	1973	684	246	778	276	446	416	334	281	515	178^	320	286	228	170^	282	91^	398	256	
9.30 - 10.00												A	14.3	21	1198	1983	764	237	868	275	507	486	401	291	496	178^	295	254	229	159^	356	94^	263	182^	
10.00 - 10.30												A	14.6	23	1223	1851	704	255	831	276	500	462	362	267	464	202	307	244	196	124^	358	108^	198	131^	
10.30 - 11.00												A	14.3	25	1198	1814	731	251	860	299	510	466	354	289	448	196	303	231	197	114^	338	95^	168^	132^	
NEW SHOW																																			
FRI. 10.00P 60 NBC GV										98	99	A	8.4	14	704	1820	667	307	736	341	495	396	307	201	688	326	475	484	291	157^	220	82^	176	112^	
10.00 - 10.30												B	8.8	15	737	1880	644	379	745	352	538	449	323	166	707	361	536	524	296	124	242	115	186	112	
10.30 - 11.00												A	9.1	15	763	1797	647	294	724	334	494	403	309	192	696	317	482	499	302	155	198	78^	179	113^	
												A	7.8	13	654	1809	675	312	736	340	486	384	300	208	664	330	456	456	269	157^	241	84^	168^	110^	
NEWHART																																			
MON. 9.30P 30 CBS CS										99	99	A	16.0	23	1341	1562	675	238	772	203	350	353	351	350	638	223	351	311	300	235	99	38^	53^	29^	
												B	18.5	27	1550	1635	750	253	830	274	448	413	363	332	582	214	353	320	275	195	132	63	91	50	
NEWSBREAK-M-F																																			
M-F 8.58P 1 CBS N										89	88	A	14.4	21	1207	1780	743	262	826	254	402	372	367	363	565	182	319	294	290	203	162	70	227	144	
												B	15.7	23	1316	1789	752	249	830	252	413	381	358	365	556	186	313	283	257	209	144	67	259	164	
NEWSBREAK-SAT.																																			
1 SAT. 8.58P 1 CBS N										92	87	A	8.8	14	737	1927	685	250	765	239	472	416	412	259	679	307	442	398	298	180	162	51^	321	154^	
2 SAT. 8.28P 1												B	10.8	18	905	1991	728	239	810	287	462	420	354	290	611	251	398	364	281	173	180	82	390	230	
NEWSBREAK-SUN.																																			
1 SUN. 8.58P 1 CBS N										91	94	A	23.1	33	1936	1779	767	291	841	222	409	383	420	350	694	203	381	386	368	254	86	47^	158	80	
												B	17.9	26	1500	1688	773	300	850	227	391	375	394	393	572	167	282	275	275	236	106	60	160	106	
2 SUN. 9.42P 2																																			
NIGHT COURT										3	195	171	A	14.7	22	1232	1752	778	269	857	315	543	454	391	270	527	183	343	345	262	147	246	109	122	63^
WED. 9.30P 30 NBC CS										98	91	B	15.4	23	1291	1810	764	284	846	314	536	458	387	266	556	208	377	350	281	141	273	134	135	74	
OH MADELINE										14	200	198	A	14.9	22	1249	1593	726	249	798	263	478	419	368	276	517	174	313	304	234	165	185	125	93^	66^
TUE. 9.30P 30 ABC CS										98	98	B	15.5	23	1299	1690	700	285	795	313	518	438	357	225	524	212	335	311	233	137	214	142	157	108	
ONE DAY AT A TIME										10	192		A	17.8	26	1492	1943	790	339	934	315	431	384	384	377	502	111^	195	255	243	247	201	127^	306	143^
1 SUN. 8.30P 30 CBS CS										97		B	17.6	26	1475	1711	792	317	880	257	413	383	382	401	517	162	245	228	223	228	137	84	177	114	
PAID POLITICAL BROADCAST(S)										194		A	5.2	8	436	1603	657	165^	682	192^	357^	346^	378^	232^	686	255^	350^	335^	340^	261^	131^	49^	104^	56^	
2 SAT. 8.30P 30 CBS P										98																									
POOR RICHARD(S)										192		A	9.0	15	754	1806	713	256^	737	258^	490	421	445	202^	735	304^	468	419	368	207^	112^	69^	222^	153^	
2 SAT. 8.00P 30 CBS CS										97																									
REAL PEOPLE										15	201	199	A	15.6	23	1307	1870	768	272	901	263	450	414	395	383	541	152	277	245	247	236	268	130	160	95
WED. 8.00P 60 NBC PV										98	98	B	15.9	25	1332	1680	697	236	780	207	350	336	348	372	574	156	282	261	254	258	170	96	156	92	
8.00 - 8.30												A	15.1	23	1265	1855	754	261	887	243	425	396	403	392	556	159	285	248	256	241	262	132	150	98	
8.30 - 9.00												A	16.0	23	1341	1887	788	283	919	285	479	427	389	379	529	147	268	243	236	231	270	125	169	92	
REMINGTON STEELE										2	203	200	A	16.0	26	1341	1703	694	274	777	336	516	462	354	211	753	352	547	434	329	169	99	46^	74^	42^
TUE. 10.00P 60 NBC PD										99	98	B	16.0	26	1341	1703	694	274	777	336	516	462	354	211	753	352	547	434	329	169	99	46	74	42	
10.00 - 10.30												A	16.0	26	1341	1696	681	261	760	331	502	448	342	205	753	356	541	427	319	172	104	48^	79^	47^	
10.30 - 11.00												A	15.9	27	1332	1710	710	284	792	340	532	473	364	216	749	347	549	442	337	164	98	45^	71^	41^	
RIPTIDE										3	203	201	A	19.4	28	1626	1766	639	274	725	270	462	419	376	213	768	320	569	480	365	168	132	45^	141	81
TUE. 9.00P 60 NBC PD										99	98	B	20.9	31	1751	1840	680	272	749	271	486	447	377	221	828	360	598	510	365	179	159	39	104	57	
9.00 - 9.30												A	19.7	28	1651	1789	655	278	739	269	462	426	386	225	755	315	559	478	358	166	127	45^	168	94	
9.30 - 10.00												A	19.1	28	1601	1736	624	271	713	272	461	413	365	203	778	325	577	480	371	168	131	46^	114	67^	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
EVENING CONT'D																															
RIPLEY'S BELIEVE IT-NOT										A 10.6	16	888	2006	666	243	710	238	389	377	307	259	788	287	528	504	373	190	137	65^	371	232
SUN. 7.00P 60 ABC U										B 12.8	20	1073	2042	665	266	743	275	459	433	333	229	754	309	531	461	355	178	223	103	322	210
7.00 - 7.30										A 9.7	15	813	1938	631	238	676	221	354	343	290	260	799	299	535	496	366	202	119^	55^	344	213
7.30 - 8.00										A 11.5	17	964	2051	694	249	737	257	417	400	318	259	776	277	517	506	378	179	145	70^	393	248
ST. ELSEWHERE										A 13.3	22	1115	1600	777	271	873	360	590	525	400	224	605	252	410	363	273	166	87^	20^	35^	20^
WED. 10.00P 60 NBC GD										B 12.7	21	1064	1598	759	313	844	341	547	501	382	243	621	294	449	392	265	137	90	48	43	22
10.00 - 10.30										A 13.4	22	1123	1622	785	274	882	355	597	532	417	229	610	251	417	370	283	162	95^	25^	35^	22^
10.30 - 11.00										A 13.1	22	1098	1578	771	266	868	365	586	522	385	221	598	252	402	357	262	167	78^	16^	34^	17^
SCARECROW & MRS. KING										A 17.7	25	1483	1814	721	285	823	238	406	412	393	346	584	190	330	293	296	211	199	104	208	112
MON. 8.00P 60 CBS GD										B 19.2	28	1609	1804	768	288	859	280	467	431	384	338	549	184	325	295	264	192	175	89	221	146
8.00 - 8.30										A 17.3	25	1450	1804	709	277	812	225	395	406	395	347	584	198	333	292	291	207	190	100	218	111
8.30 - 9.00										A 18.2	25	1525	1801	723	289	824	246	410	413	384	345	576	182	322	291	297	211	205	109	196	113
SILVER SPOONS										A 16.8	27	1408	1989	703	251	801	324	455	336	300	294	501	183	298	289	244	153	230	114	457	338
SAT. 8.30P 30 NBC CS										B 14.8	24	1240	2018	714	249	783	272	446	385	331	295	504	175	298	291	236	157	257	140	474	334
SIMON & SIMON										A 24.1	36	2020	1740	793	252	853	270	458	435	409	327	611	216	390	349	310	183	153	70	123	88
THU. 9.00P 60 CBS PD										B 23.7	36	1986	1719	769	263	846	275	475	438	395	315	620	218	385	343	301	198	133	52	120	77
9.00 - 9.30										A 23.2	34	1944	1755	791	246	851	263	453	435	415	330	611	207	384	347	318	188	162	67	131	96
9.30 - 10.00										A 25.1	38	2103	1712	785	254	844	272	459	429	401	322	605	220	391	348	301	178	149	74	114	82
60 MINUTES										A 30.1	44	2522	1686	758	299	799	202	372	364	396	351	742	222	398	398	380	284	70	26^	75	40^
1 SUN. 7.00P 60 CBS DN										B 24.7	38	2070	1639	724	284	776	191	352	347	369	362	706	198	365	356	347	283	82	37	75	47
2 SUN. 8.45P 60										A 26.6	41	2229	1670	780	301	821	187	332	361	395	397	664	152	299	328	350	310	90^	26^	95^	46^
7.00 - 7.30										A 28.3	43	2372	1686	800	295	835	191	346	369	414	398	681	183	322	346	336	302	78^	24^	92^	47^
7.30 - 8.00										A 30.6	43	2564	1703	705	288	732	216	393	361	361	281	807	281	475	455	398	259	88^	38^	76^	47^
8.30 - 9.00										A 33.5	47	2807	1703	736	304	785	219	397	358	387	322	804	271	477	444	416	264	53^	28^	61^	34^
9.30 - 10.00										A 33.3	47	2791	1636	733	294	777	198	397	376	409	313	777	250	459	441	407	264	37^	17^	45^	31^
T.J. HOOKER										A 17.0	28	1425	1841	697	320	760	219	401	420	376	298	665	169	399	379	374	236	161	74^	255	158
SAT. 8.00P 60 ABC OP										B 16.5	28	1383	1774	718	264	793	205	386	379	387	352	621	167	330	311	321	255	137	63	223	149
8.00 - 8.30										A 15.8	26	1324	1832	680	294	742	207	378	390	361	306	665	154	399	378	386	245	169	90	256	159
8.30 - 9.00										A 18.2	29	1525	1848	709	342	775	228	422	446	388	290	664	183	401	379	364	226	151	61^	258	158
TV BLOOPERS & PRAC. JOKES										A 22.1	31	1852	1894	727	297	820	337	506	447	364	250	624	256	436	398	294	148	182	84	268	168
MON. 8.00P 60 NBC CV										B 22.1	31	1852	1894	727	297	820	337	506	447	364	250	624	256	436	398	294	148	182	84	268	168
8.00 - 8.30										A 22.1	32	1852	1877	711	286	805	331	490	430	354	253	616	250	420	387	289	156	179	81	277	172
8.30 - 9.00										A 22.2	31	1860	1893	736	304	827	344	518	462	368	242	625	262	447	407	293	138	184	84	257	160
THAT'S INCREDIBLE										A 13.9	20	1165	1891	685	208	774	238	420	359	318	307	655	222	348	284	240	265	181	59^	281	194
MON. 8.00P 60 ABC PV										B 14.9	22	1249	1902	653	284	718	229	409	365	321	263	674	240	413	352	304	219	199	78	311	222
8.00 - 8.30										A 13.1	19	1098	1875	681	207	771	234	418	354	317	308	655	218	347	294	240	268	161	53^	288	202
8.30 - 9.00										A 14.7	20	1232	1897	689	208	776	241	419	363	315	305	650	222	349	283	241	259	196	63^	275	187
THREE'S COMPANY										A 17.5	25	1467	1785	715	248	805	282	476	411	355	275	554	200	343	303	250	177	234	156	192	142
TUE. 9.00P 30 ABC CS										B 17.4	26	1458	1806	691	272	789	321	505	412	336	235	551	220	354	318	246	152	239	149	227	158
TRAPPER JOHN, M.D.										A 19.3	30	1617	1703	809	309	892	298	470	450	429	345	519	187	330	276	247	157	100^	43^	192	137^
1 SUN. 10.00P 60 CBS GD										B 17.0	28	1425	1463	751	266	847	249	404	379	368	389	474	152	256	235	219	185	83	43	59	42
10.00 - 10.30										A 19.4	29	1626	1723	789	309	879	288	456	436	423	343	531	188	340	279	255	162	112^	42^	201	143^
10.30 - 11.00										A 19.2	31	1609	1675	822	308	899	305	482	462	435	345	504	186	320	268	238	151	88^	46^	184	134^

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	WOMEN 18-25-35-64			55+	TOTAL	18-34	MEN 18-25-35-64			55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
20/20														A 15.0 24 1257	1537	720 279	768 190	366 392	434 307	665 163	333 341	355 272	78^ 33^	26^ 15v							
THU. 10.00P 60 ABC DN 16 200 201														B 14.0 23 1173	1522	707 267	758 199	409 403	417 287	628 182	351 357	328 216	89 42	47 28							
10.00 - 10.30														A 15.4 24 1291	1539	703 271	754 199	368 385	420 295	672 175	338 342	354 269	81^ 31^	32^ 18v							
10.30 - 11.00														A 14.6 24 1223	1520	731 283	775 179	359 398	443 316	654 151	327 341	352 272	75^ 34^	16v 10v							
WE GOT IT MADE														A 13.2 21 1106	1902	705 276	808 308	512 400	365 256	566 245	365 358	268 150	241 88^	287 218							
SAT. 9.00P 30 NBC CS 3 185 182														B 12.6 20 1056	1940	705 277	791 304	491 393	340 262	555 214	348 341	279 155	276 123	318 252							
WEBSTER														A 19.5 30 1634	1785	762 305	890 294	505 441	393 330	411 132	222 216	182 159	167 108	317 217							
FRI. 8.30P 30 ABC CS 15 198 196														B 17.2 28 1441	1775	760 305	864 298	499 442	382 314	494 174	298 277	225 164	157 91	260 182							
WHIZ KIDS														A 11.2 18 939	1915	642 253	738 224^	406 371	372 288	561 230^	360 343	266 159^	180^ 50v	436 206^							
1 SAT. 8.00P 60 CBS A 2 190														B 10.7 17 897	2034	698 226	781 295	462 386	330 266	653 289	453 366	266 179	190 55	410 231							
8.00 - 8.30														A 11.3 18 947	1841	597 230^	692 216^	376 335	333 276	545 214^	339 324	265 168^	170^ 50v	434 202^							
8.30 - 9.00														A 11.2 18 939	1963	677 270	771 231^	431 405	401 292	572 244^	381 357	265 152^	189^ 50v	431 208^							
YELLOW ROSE														A 11.7 21 980	1615	756 271	808 277	464 416	390 312	580 173	310 336	302 216	108^ 42^	119^ 67^							
SAT. 10.00P 60 NBC GD 12 198 191														B 10.4 18 872	1578	704 260	786 241	435 411	384 300	592 147	305 317	341 221	109 45	91 66							
10.00 - 10.30														A 11.6 20 972	1653	770 272	832 280	485 432	413 311	586 172	318 344	308 214	112^ 40^	123 76^							
10.30 - 11.00														A 11.7 21 980	1579	751 269	791 272	444 404	374 319	573 175	303 330	294 218	102^ 43^	113^ 56^							
*LATE FRINGE														A 5.4 16 453	1305	610 206	695 216	370 333	342 257	550 188	291 281	244 210	49^ 21v	11v LT							
ABC NEWS:NIGHTLINE														B 5.0 15 419	1292	587 212	633 158	319 325	347 247	600 190	327 327	273 217	39 16	20 LT							
1 M-F 11.30P 60 ABC N 64 179 181																															
94 94																															
2 MON. 11.39P 60																															
2 TUEW 11.30P 60																															
11.30 - 12.00														A 6.6 17 553	1356	637 224	724 226	396 350	357 266	557 183	286 282	245 221	55^ 25v	20v 14v							
12.00 - 12.30														A 4.2 14 352	1250	582 184	662 202	338 313	326 247	543 191	301 285	246 196	45^ 17v	LT LT							
12.30 - 1.00														A 3.1 14 260	1358	524^278^	659^101v	185v340^	331^319^	631^288^	401^277^	343^230^	68v 68v	LT LT							
ABC WEEKEND REPORT-SAT. 15 159														A 5.4 11 453	1013	414^115v	497^ 84v	207^227^	353^186^	481^124v	315^289^	242^150^	35v LT	LT LT							
2 SAT. 11.00P 15 ABC N 88														B 5.3 11 444	1215	555 223	611 167	313 303	298 231	477 138	258 233	238 190	67 35	60 55							
ABC WEEKEND REPORT-SUN. 16 166 164														A 3.5 9 293	1154	535 92v	590 266^	337^282^	260^246^	533 130^	290^243^	238^222^	31v LT	LT LT							
1 SUN. 11.35P 15 ABC N 90 90														B 4.4 11 369	1222	544 161	570 187	350 370	317 165	593 209	396 342	295 170	45 18	14 LT							
2 SUN. 11.29P 15																															
ABC WEEKEND REPORT-SAT(B) 120														A 4.3 8 360	1328	685 321^	685 161v	408^395^	469^202^	484^298^	334^267^	186^150v	31v 31v	128v 128v							
1 SAT. 11.00P 15 ABC N 70																															
CBS NEWS NIGHTWATCH-1 78 72 66														A 1.6 16 134	761	343^172^	440 239^	321^127^	149^119^	321^157^	194^224^	120^ 75v	LT LT	LT LT							
M-THSU 2.00A 30 CBS N 68 64														B 1.5 16 126	750	341 103	379 147	237 171	183 128	336 144	224 214	160 74	LT LT	LT LT							
CBS NEWS NIGHTWATCH-2 80 104 103														A 1.3 25 109	679	368^ 74v	432^110v	229^147^	230^184^	239^ 92v	110v147^	101v 82v	LT LT	LT LT							
M-THSU 2.30A 210 CBS N 88 89														B 1.3 25 109	674	304 82	357 117	221 167	165 120	298 116	189 172	147 90	LT LT	LT LT							
2.30 - 3.00														A 1.8 24 151	815	377 113^	450 139^	245^146^	205^165^	365^153^	167^226^	126^139^	LT LT	LT LT							
3.00 - 3.30														A 1.5 24 126	802	398^ 48v	437^135^	223^104^	190^198^	341^143^	182^238^	95^103v	LT LT	LT LT							
3.30 - 4.00														A 1.3 25 109	716	403^ 55v	523 138^	312^174^	294^211^	174^ 64v	101v137^	73v LT	LT LT	LT LT							
4.00 - 4.30														A 1.2 26 101	624	356^ LT	485^129v	258^129v	248^227^	139v 60v	60v 80v	LT 59v	LT LT	LT LT							
4.30 - 5.00														A 1.0 23 84	643^ 381^ LT	476^ 96v	238^142v	285^238^	167v 95v	95v 59v	72v LT	LT LT	LT LT								
5.00 - 5.30														A 1.0 23 84	429^ 261^ 71v	274^ LT	96v108v	203^166v	155v LT	LT 96v	107v 59v	LT LT	LT LT								
5.30 - 6.00														A 1.1 23 92	457^ 218^ 87v	218^ LT	98v109v	131v109v	239^ 87v	87v 87v	152v109v	LT LT	LT LT								
CBS SUNDAY NEWS-OSGOOD 16 133 118														A 6.1 13 511	1215	636 147^	684 170^	295 302	317 337	464 125^	276 243	281 157^	30v 30v	37v 37v							
CONT'D																															

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.				
LATE FRINGE CONT'D																															
CBS SUNDAY NEWS-OS-CONT'D																															
1 SUN.		11.00P	15	CBS	N	70	65	B	6.4	13	536	1273	687	250	751	179	307	335	343	378	466	122	238	211	243	193	39	21	17	10	
2 SUN.		11.48P	15																												
DAVID LETTERMAN I																															
M-TH		12.30A	30	NBC	GV	95	95	B	3.0	14	251	1331	575	179	615	240	356	275	207	236	627	355	475	268	184	132	54	LT	35	19	
												1268	524	196	611	275	380	272	209	191	588	345	464	302	176	105	45	LT	24	LT	
DAVID LETTERMAN II																															
M-TH		1.00A	30	NBC	GV	96	95	B	2.3	14	193	1358	600	212	616	274	399	316	213	197	637	337	487	279	212	125	63	LT	42	LT	
												1190	490	190	574	277	383	272	177	157	564	341	449	300	157	95	32	LT	LT	LT	
FRIDAY NIGHT VIDEOS																															
FRI.		12.30A	90	NBC	PC	98	98	A	4.1	19	344	1395	427	174	520	308	384	313	197	53	489	311	398	263	111	67	320	151	66	66	
		12.30 - 1.00						B	3.9	18	327	1377	443	171	524	290	399	300	168	95	576	406	478	314	128	68	227	126	50	48	
		1.00 - 1.30						A	5.1	18	427	1337	487	180	590	281	387	355	289	98	458	258	370	253	131	69	225	107	64	64	
		1.30 - 2.00						A	3.9	18	327	1388	391	165	495	330	391	282	156	27	504	312	382	259	100	92	327	156	62	62	
								A	3.2	19	268	1560	396	168	474	340	391	306	120	22	526	395	462	284	94	37	470	216	90	90	
LATE MOVIE I																															
MTUW		11.30P	70	CBS	FF	87	88	A	6.8	21	570	1163	571	186	604	179	302	274	300	245	483	173	307	296	248	143	54	33	22	9	
WED.		11.30P	71					B	6.5	21	545	1188	591	214	655	196	347	334	331	254	452	154	280	266	232	135	54	25	27	13	
1 FRI.		11.30P	74																												
2 FRI.		11.30P	77																												
		11.30 - 12.00						A	7.1	19	595	1224	617	196	654	189	317	301	334	271	478	162	297	292	251	146	63	37	29	15	
		12.00 - 12.30						A	6.8	22	570	1128	542	175	570	171	287	258	275	229	486	176	313	304	247	138	54	33	18	LT	
		12.30 - 1.00						A	6.1	25	511	1112	520	200	564	181	305	257	277	208	503	198	321	296	250	151	35	24	10	LT	
LATE MOVIE II																															
1 MON.		12.40A	51	CBS	FF	87	87	B	4.6	25	385	1050	505	192	558	173	316	307	298	190	432	159	269	256	222	124	46	23	14	LT	
1 TUE.		12.40A	54																												
1 WED.		12.41A	47																												
1 THU.		12.40A	52																												
1 FRI.		12.44A	40																												
2 MON.		12.40A	40																												
2 TU&TH		12.40A	48																												
2 WED.		12.41A	49																												
2 FRI.		12.47A	43																												
		12.30 - 1.00						A	4.9	23	411	1102	505	209	556	199	321	250	258	191	480	196	310	288	233	133	49	27	17	LT	
		1.00 - 1.30						A	4.6	26	385	1052	434	197	517	203	306	213	236	174	476	205	320	291	216	125	41	31	18	LT	
NBC LATE NIGHT MOVIE																															
1 SUN.		11.30P	126	NBC	FF	40	41	B	1.6	6	134	868	399	103	469	210	282	226	215	163	334	113	192	201	150	102	53	LT	LT	LT	
2 SUN.		11.30P	123																												
		11.30 - 12.00						A	1.7	4	142	1099	619	226	873	669	705	247	71	133	226	120	148	98	LT	78	LT	LT	LT	LT	
		12.00 - 12.30						A	1.6	6	134	963	432	328	777	574	657	276	135	68	186	52	52	LT	LT	134	LT	LT	LT	LT	
		12.30 - 1.00						A	1.2	6	101	851	327	366	713	544	623	277	119	50	79	LT	LT	LT	LT	79	59	LT	LT	LT	
		1.00 - 1.30						A	1.1	7	92	457	76	142	348	272	272	LT	LT	LT	54	LT	LT	LT	LT	54	55	LT	LT	LT	
		1.30 - 2.00						A	1.3	10	109	706	156	266	651	495	495	LT	LT	156	LT	LT	LT	LT	LT	LT	55	LT	LT	LT	
SATURDAY NIGHT																															
1 SAT.		11.30P	82	NBC	GV	96	97	B	7.3	21	612	1546	543	245	621	295	479	373	257	114	652	380	530	398	226	91	204	118	69	52	
2 SAT.		11.30P	77																												
		11.30 - 12.00						A	7.7	19	645	1581	586	290	664	302	455	341	267	176	626	358	484	332	224	125	209	110	82	71	
		12.00 - 12.30						A	7.0	20	587	1608	557	311	600	299	479	373	243	108	724	510	635	362	191	74	230	105	54	41	
		12.30 - 1.00						A	6.0	20	503	1624	547	366	603	330	507	350	245	76	748	549	660	379	176	75	235	91	38	22	
TONIGHT SHOW CONT'D																															
								A	7.6	22	637	1422	660	207	714	242	362	321	328	285	598	263	379	264	228	187	64	22	46	34	

[illegible]

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														TOTAL	18-34	WOMEN 18-34			35-64	55+	TOTAL	18-34	MEN 18-34			35-64	55+	TOTAL FEM.	TOTAL 6-11								
WEEKDAY DAYTIME CONT'D																																					
DAYS OF OUR LIVES-CONT'D																																					
M-F 1.00P 60 NBC DD 99 99														B	7.0	22	587	1303	810	154	911	298	488	428	379	380	270	95	142	94	107	117	47	30	75	33	
1.00 - 1.30														A	7.0	20	587	1336	840	181	915	310	505	445	399	374	288	90	127	73	118	145	63	38	70	34	
1.30 - 2.00														A	7.5	22	629	1364	837	163	926	324	524	452	395	366	274	91	125	68	115	139	61	37	103	45	
DREAM HOUSE 77 185 183														A	5.8	20	486	1298	718	129	800	209	366	345	336	373	285	72	101	94	100	163	64	43	149	45	
M-F 11.30A 30 NBC QG 93 93														B	5.1	20	427	1267	737	125	808	225	354	334	333	393	266	70	112	102	108	140	64	44	129	44	
EDGE OF NIGHT 79 125 124														A	3.7	10	310	1258	748	116	803	281	526	455	441	277	194	52	100	90	97	68	177	145	84	26	
M-F 4.00P 30 ABC DD 70 70														B	3.6	10	302	1343	714	160	865	348	551	455	391	273	209	69	119	87	103	80	149	116	120	57	
FACTS OF LIFE M-F 13 151 152														A	4.5	18	377	1289	573	105	628	209	414	313	310	202	318	123	188	153	143	110	93	51	250	96	
1 M-F 10.00A 30 NBC CS 87 88														B	4.2	17	352	1317	602	129	657	237	406	307	294	216	324	137	211	169	138	100	122	82	214	84	
2 TU-F 10.00A 30																																					
FAMILY FEUD 80 174 173														A	5.6	18	469	1318	680	212	749	332	439	382	289	256	365	118	162	114	124	185	67	49	137	43	
M-F 12.00N 30 ABC QP 86 86														B	4.9	18	411	1277	697	165	785	300	446	379	308	291	303	116	159	120	115	127	84	49	105	28	
GENERAL HOSPITAL 78 204 204														A	11.8	33	989	1278	733	180	828	411	573	425	315	223	226	112	161	106	83	56	144	121	80	30	
M-F 3.00P 60 ABC DD 99 99														B	11.3	33	947	1386	777	212	888	436	627	488	343	216	230	119	158	102	82	60	166	127	102	51	
3.00 - 3.30														A	11.4	33	955	1257	740	182	837	421	585	433	314	220	222	110	159	100	82	55	128	106	70	23	
3.30 - 4.00														A	12.1	32	1014	1299	732	177	826	404	567	421	319	229	228	115	163	112	83	58	157	136	88	37	
GO 73 144 143														A	3.2	10	268	1183	669	193	736	220	348	352	366	313	317	67	126	93	182	172	74	63	56	30	
M-F 12.00N 30 NBC QG 71 71														B	2.7	10	226	1234	695	152	781	221	368	345	338	355	279	74	120	86	132	143	72	40	102	55	
M-F 1.00P 60 ABC DD 99 99														B	8.2	23	687	1329	837	136	910	232	425	372	372	447	208	69	94	89	85	107	101	70	110	57	
M-F 3.00 - 3.30														A	8.6	23	721	1322	818	139	888	210	410	367	380	442	202	61	90	79	84	106	128	97	104	63	
3.30 - 4.00																																					
GUIDING LIGHT 75 203 203														A	8.4	23	704	1335	828	137	902	223	419	370	376	446	209	67	96	86	85	106	116	85	108	61	
M-F 3.00P 60 CBS DD 99 99														B	7.8	23	654	1351	847	142	942	257	442	394	406	449	188	65	87	63	73	96	139	87	82	36	
3.00 - 3.30														A	8.2	23	687	1329	837	136	910	232	425	372	372	447	208	69	94	89	85	107	101	70	110	57	
3.30 - 4.00														A	8.6	23	721	1322	818	139	888	210	410	367	380	442	202	61	90	79	84	106	128	97	104	63	
LOVING 79 202 202														A	3.9	14	327	1199	716	183	815	375	552	422	314	227	260	82	119	98	87	125	72	48	52	25	
M-F 11.30A 30 ABC DD 97 97														B	3.9	15	327	1199	721	176	804	358	529	419	326	226	235	97	135	100	79	89	83	65	77	28	
MATCH GM/HOLLYWOOD 53 151 151														A	4.2	12	352	1227	688	94	756	251	375	318	309	332	281	42	111	123	146	136	76	48	114	71	
M-F 3.00P 60 NBC QG 80 77														B	3.4	10	285	1322	681	103	763	213	341	288	317	377	347	90	171	157	161	147	86	48	126	83	
3.00 - 3.30														A	3.8	11	318	1217	675	91	760	236	377	343	333	336	280	37	109	120	151	135	61	41	116	69	
3.30 - 4.00														A	4.6	12	385	1223	685	85	745	260	369	291	286	329	285	51	116	125	139	137	81	49	112	73	
NBC NEWS AT SUNRISE 80 171 171														A	1.5	13	126	1071	548	222	595	119	309	254	365	286	405	LT	191	191	254	214	63	LT	LT	LT	LT
M-F 6.30A 30 NBC N 91 91														B	1.4	13	117	1190	629	246	669	128	297	363	371	286	447	69	202	261	246	182	LT	LT	46	LT	
NBC NEWS DIGEST-DAYTIME 8 200 199														A	4.9	15	411	1139	784	129	842	238	430	384	377	383	173	21	42	28	94	124	61	20	63	37	
MWF 2.57P 1 NBC N 98 98														B	4.6	14	385	1133	832	131	886	244	457	411	398	394	148	19	35	23	73	107	47	15	52	31	
NEWSBREAK-11.57 78 182 180														A	9.6	33	804	1248	648	120	747	214	346	293	298	371	328	88	150	136	144	156	37	24	136	32	
M-F 11.57A 2 CBS N 90 89														B	7.9	31	662	1294	684	122	782	245	372	314	307	372	346	109	162	129	125	168	49	30	117	41	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK # DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			
																					TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
WEEKDAY DAYTIME CONT'D																																		
NEWSBREAK-3.57		75		188		187						A	7.3	19	612	1297	798	148	869	208	390	345	369	448	210	59^	93	77^	83^	111	119	102	99	62^
M-F		3.57P		2		CBS N		94		94		B	6.5	19	545	1329	825	154	921	251	439	384	404	436	187	61^	86	61	78	94	135	92	86	43
ONE LIFE TO LIVE		79		202		203						A	9.2	28	771	1227	759	232	854	429	582	456	322	214	244	109	168	120	106	55^	63^	57^	66^	13
M-F		2.00P		60		ABC DD		99		99		B	8.3	27	696	1314	793	243	908	458	653	511	344	203	228	117	163	112	80	54	104	75	74	23
2.00 - 2.30												A	9.1	28	763	1227	756	237	852	432	586	462	325	204	256	116	178	136	114	53^	61^	56^	58^	8v
2.30 - 3.00												A	9.3	29	779	1211	758	225	853	427	578	451	318	218	225	99	155	103	96	52^	63^	55^	70^	14v
PEOPLE TO PEOPLE-M-F(S)		184										A	2.8	11	235	1383	804	123^	902	430^	574	433^	408^	213^	361^	72v	107v	60v	90v	254^	51v	21v	69v	47v
1 M-F		11.00A		30		ABC U		88																										
PRESS YOUR LUCK		80		161		161						A	6.0	23	503	1223	562	125	696	205	316	249	254	356	333	111^	178	152	129	143	43^	32^	151	66^
M-F		10.30A		30		CBS QP		83		83		B	4.6	20	385	1260	660	142	750	202	336	300	309	379	315	110	173	138	107	136	59	35	136	51
PRICE IS RIGHT 1		77		204		202						A	8.8	32	737	1288	610	137	716	217	331	265	270	368	365	110	168	148	124	174	44^	26^	163	42^
M-F		11.00A		30		CBS AP		99		99		B	7.2	30	603	1306	668	116	756	224	351	306	288	373	366	113	170	142	125	179	54	32	130	44
PRICE IS RIGHT 2		77		204		202						A	11.6	41	972	1254	640	138	740	213	335	281	293	380	337	95	153	136	130	165	37^	22^	140	35^
M-F		11.30A		30		CBS AP		99		99		B	9.5	38	796	1314	679	117	764	228	353	309	297	375	369	113	172	138	132	181	55	31	126	42
RYAN'S HOPE		80		177		177						A	5.7	18	478	1207	647	226	754	374	488	391	260	194	276	94^	185	163	142	70^	52^	38^	125	27v
M-F		12.30P		30		ABC DD		94		94		B	5.0	18	419	1269	743	220	846	436	596	461	288	198	229	100	153	112	86	68	85	58	109	24
SALE OF THE CENTURY		74		159		157						A	5.1	19	427	1527	774	100^	801	198	412	365	354	375	431	131^	194	201	150	222	70^	33v	225	65^
M-F		10.30A		30		NBC QG		88		88		B	4.6	19	385	1437	737	113	804	225	395	327	331	375	367	110	177	155	145	171	90	57	176	64
WEEKEND DAYTIME																																		
ABC WEEKEND SPECIALS		13		180		181						A	5.4	15	453	1536	276	131^	351	222^	270	182^	129^	50v	318	140^	226^	201^	152^	92^	242^	130^	625	459
SAT.		12.00N		30		ABC FV		89		90		B	5.5	17	461	1771	325	139	396	207	301	197	138	81	326	179	260	189	127	52	276	169	773	513
ABC WIDE WORLD-SPORTS SAT		10		183		192						A	10.2	20	855	1513	551	187	638	189	327	313	307	246	652	188	410	405	354	206	119^	55^	104^	36^
1 SAT.		5.04P		86		ABC SA		95		96		B	7.6	16	637	1586	532	189	595	197	324	287	252	230	692	235	422	412	341	213	141	54	158	95
CONT'D																																		

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																											
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																		
														TOTAL	18-34	WOMEN						TOTAL	18-34	MEN			TOTAL FEM.		TOTAL 6-11														
																18-49	25-54	35-64	55+			18-49	25-54	35-64	55+																		
WEEKEND DAYTIME CONT'D																																											
CBS CHILDREN'S FILM FEST. SAT. 1.30P 30 CBS CL																		8	128	145	A	3.6	10	302	1874	314^	63v	367^	161^	199^	116^	116^	429	211^	393	347^	291^	135^	183^	113^	796	457	
CBS NCAA BASKETBALL-SAT 2.00P 120 CBS SE																		5	192		A	6.1	17	511	1517	276^	60v	323^	39v	113v	107v	120^	207^	658	297^	440^	305^	229^	207^	301^	145^	235^	145^
1 SAT. 2.00 - 2.30																			97		B	5.7	15	478	1508	342	132	392	90	202	183	183	179	749	289	491	419	339	211	203	88	164	107
2.30 - 3.00																					A	5.4	15	453	1477	279^	42v	310^	42v	110v	129v	118v	181^	663	329^	475^	380^	233^	174^	193^	97v	311^	186^
3.00 - 3.30																					A	6.1	18	511	1573	257^	50v	312^	62v	129v	103v	124^	183^	711	293^	466	359^	291^	220^	291^	148^	259^	154^
3.30 - 4.00																					A	6.6	18	553	1503	288^	56v	333^	12v	90v	78v	117^	243^	609	262^	408^	260^	210^	201^	354^	163^	207^	144^
CBS NCAA BASKETBALL-SUN 12.30P 132 CBS SE																		1	207		A	8.8	21	737	1692	435	182^	494	220^	367	267^	226^	104^	964	429	654	583	439	222^	182^	116^	52v	28v
2 SUN. 12.30 - 1.00																			99		B	8.8	21	737	1692	435	182	494	220	367	267	226	104	964	429	654	583	439	222	182	116	52	28
1.00 - 1.30																					A	6.2	16	520	1669	347^	222^	439^	247^	346^	222^	169^	68v	956	415^	626	522	441^	264^	226^	149^	48v	48v
1.30 - 2.00																					A	7.6	20	637	1615	400	206^	486	255^	391	260^	199^	79v	975	454	696	617	434	205^	154^	94^	LT	LT
2.00 - 2.30																					A	8.5	20	712	1625	455	218^	526	239^	418	302^	253^	97^	916	408	643	590	435	204^	183^	124^	LT	LT
2.30 - 3.00																					A	11.2	26	939	1756	483	140^	502	186^	341	286	251	123^	988	427	655	599	447	226^	173^	125^	93^	47v
CBS SPORTS SATURDAY 4.00P 120 CBS SA																		5	165	171	A	7.0	16	587	1562	418	187^	459	136^	270	220	242	140^	778	358	535	442	347	193^	194^	41v	131^	82^
1 SAT. 4.00 - 3.30																			87	89	B	6.1	15	511	1465	432	168	467	145	265	211	215	167	723	256	435	400	330	238	133	46	142	89
2 SAT. 3.00 - 3.30																					A	5.6	14	469	1426	386^	191^	477^	224^	284^	143^	158^	133^	460^	144^	144^	225^	173^	199^	122v	33v	367^	367^
3.30 - 4.00																					A	7.1	17	595	1605	505	201^	562	239^	291^	216^	196^	177^	529	185^	240^	249^	201^	217^	324^	58v	190^	190^
4.00 - 4.30																					A	6.4	15	536	1716	466	252	488	97^	309	273	329	144^	769	354	526	391	324	218^	298	103^	161^	68^
4.30 - 5.00																					A	7.3	17	612	1623	402	218	435	106^	278	258	286	108^	831	430	630	464	354	167^	231	65^	126^	60^
5.00 - 5.30																					A	7.6	17	637	1484	390	163^	426	118^	247	194	219	141^	865	418	650	564	422	163^	131^	LT	62^	19v
5.30 - 6.00																					A	7.5	15	629	1493	392	132^	448	136^	245	196	211	162^	872	391	609	514	408	209	105^	LT	68^	28v
CBS SPORTS SUNDAY 3.30P 150 CBS SA																		1	167		A	8.7	18	729	1664	513	211^	543	163^	305^	361	302^	160^	837	312^	616	464	436	213^	131^	80v	153^	93^
1 SUN. 3.30 - 4.00																			88		B	8.7	18	729	1664	513	211	543	163	305	361	302	160	837	312	616	464	436	213	131	80	153	93
4.00 - 4.30																					A	7.4	16	620	1527	395	130^	416	126^	223^	253^	219^	147^	786	234^	551	446	467	218^	116^	49v	209^	117^
4.30 - 5.00																					A	8.5	18	712	1669	543	238^	552	142^	277^	377	327	175^	833	275^	598	469	464	219^	121^	89^	163^	91^
5.00 - 5.30																					A	9.4	20	788	1598	437	189^	457	153^	278^	332	251^	125^	915	380	708	513	452	207^	111^	74v	115^	67v
5.30 - 6.00																					A	9.0	18	754	1725	534	214^	580	190^	319	381	305	164^	847	350	633	466	416	203^	138^	71v	160^	124^
																					A	9.1	18	763	1793	641	274^	697	204^	419	455	393	185^	789	298^	572	430	381	217^	175^	112^	132^	71v
CHARLIE BROWN&SNOOPY SHOW SAT. 10.30A 30 CBS CA																		18	202	202	A	5.9	18	494	1543	373	161^	387	199^	257	188^	120^	122^	316	171^	233^	193^	95^	72^	175^	81^	665	399
																			99	99	B	5.5	19	461	1801	326	134	373	187	254	176	132	107	301	182	244	180	92	48	306	125	821	495
DUNGEONS AND DRAGONS SAT. 9.30A 30 CBS CA																		18	196	195	A	6.5	24	545	1835	305	118^	330	148^	216	161^	123^	94^	281	129^	200^	165^	101^	81^	285	131^	939	614
																			97	98	B	5.9	23	494	1854	238	102	275	128	178	138	93	85	250	144	200	146	84	41	358	102	971	628
FACE THE NATION SUN. 10.30A 30 CBS CC																		18	148	122	A	3.6	12	302	1146	622	341^	626	143^	215^	318^	291^	308^	415	30v	86v	113^	199^	302^	LT	LT	92v	92v
																			90	79	B	3.6	12	302	1295	498	227	533	137	228	243	241	268	602	159	288	313	322	266	61	28	99	71
FLINTSTONE FUNNIES SAT. 8.00A 30 NBC CA																		18	194	198	A	3.3	22	277	2347	350^	127^	404^	153^	268^	209^	197^	129^	232^	145^	145^	180^	73v	26v	505	277^	1206	849
																			97	97	B	3.1	22	260	1663	242	78	272	108	179	148	121	73	185	110	132	130	60	28	212	119	994	638
IN THE NEWS- SAT. 8.26A 3 CBS CN																		18	184	179	A	3.2	20	268	1310	123^	49v	123^	70v	70v	22v	LT	53v	150^	31v	69v	109v	119^	41v	126^	82v	911	590
																			95	88	B	3.5	22	293	1473	138	37	158	87	115	88	41	39	150	84	117	113	56	25	159	77	1006	662
IN THE NEWS- SAT. 9.56A 3 CBS CN																		18	197	196	A	5.7	21	478	1751	316	130^	345	154^	213^	145^	119^	111^	321	172^	231^	192^	91^	90^	254	111^	831	521
																			98	98	B	5.2	19	436	1770	250	108	292	136	187	142	97	94	262	156	205	149	83	46	330	93	886	545
IN THE NEWS- SAT. 10.26A 3 CBS CN																		16	198	197	A	5.3	17	444	1714	352	140^	367	256^	256^	144^	48v	101^	387	236^	284	243^	93^	89^	189^	72^	771	478
																			99	99	B	4.5	16	377	1715	288	116	330	174	227	153	106	91	295	165	221	173	92	67	276	79	814	487

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET		PROG TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					CHILDREN (2-11)		
												TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL M.
WEEKEND DAYTIME CONT'D																									
IN THE NEWS-12.56PM					9 156 175	A	6.4 18 536	1948	442 102^	507 302	403 349	131^ 92^	403 210^	321 227	139^ 82^	296 127^	742 354								
SAT. 12.56P		3	CBS	CN	75 86	B	6.0 18 503	1759	381 139	425 214	294 215	134 119	390 209	279 201	128 100	262 108	682 378								
IN THE NEWS-1.26PM					8 144 163	A	5.5 15 461	2041	517 230^	549 316	361 287	161^125^	392 182^	290 217^	210^102^	274 166^	826 514								
SAT. 1.26P		3	CBS	CN	72 86	B	4.9 14 411	1673	387 177	427 213	283 219	142 109	328 160	249 213	156 67	176 109	742 424								
IN THE NEWS-10.56AM					18 201 200	A	5.2 16 436	1553	390 172^	406 199^	280 211^	143^117^	319 173^	238^209^	88^ 69^	172^ 87^	656 383								
SAT. 10.56A		3	CBS	CN	99 99	B	5.0 17 419	1752	337 135	383 189	259 180	135 112	316 191	254 189	95 53	297 120	756 446								
IN THE NEWS-11.26AM					14 196 191	A	3.8 11 318	1604	476 183^	514 226^	315^308^	183^148^	324^132^	252^233^	143^ 49^	240^175^	526 315^								
SAT. 11.26A		3	CBS	CN	98 97	B	3.7 12 310	1586	378 145	433 170	246 199	161 163	331 219	255 187	71 57	210 102	612 328								
LITTLES					18 198 200	A	7.2 23 603	1896	357 145^	413 190^	362 271	199 34^	258 131^	258 186^	127^ LT	276 101^	949 618								
SAT. 10.30A		30	ABC	CA	98 99	B	6.0 21 503	1741	221 97	258 133	197 144	92 56	167 80	143 106	75 23	331 155	985 635								
MEET THE PRESS					16 131 132	A	2.1 6 176	1642	575^251^	643^211^	211^205^	146^416^	659^319^	386^300^	243^273^	27^ LT	313^ 228^								
1 SUN. 12.00N		30	NBC	CC	86 81	B	2.7 8 226	1193	410 161	478 97	151 175	195 294	549 155	267 249	250 258	21 LT	145 118								
2 SUN. 11.30A		30																							
MENUDO-8:25AM					17 183	A	4.2 23 352	1290	230^230^	230^142^	213^213^	88^ 17^	324^190^	250^233^	134^ 17^	LT LT	736 325^								
1 SAT. 8.25A		4	ABC	CN	93	B	3.5 20 293	1771	287 156	306 154	223 186	104 74	237 122	193 163	92 37	217 77	1011 672								
MENUDO-10:25AM					18 199 200	A	6.5 22 545	1813	241 124^	281 146^	247 156^	135^ 34^	198^ 67^	179^112^	131^ 19^	336 165^	998 672								
SAT. 10.25A		4	ABC	CN	99 99	B	6.3 23 528	1801	216 90	245 136	183 128	74 56	180 90	151 99	80 27	319 163	1057 677								
MENUDO-11:55AM					1 200	A	6.5 19 545	1662	237^ 96^	264^168^	233^148^	65^ 31^	214^ 74^	214^214^	140^ LT	435 218^	749 452								
2 SAT. 11.55A		4	ABC	CN	99	B	6.5 19 545	1662	237 96	264 168	233 148	65 31	214 74	214 214	140 LT	435 218	749 452								
MR. T					18 204 203	A	9.5 29 796	1795	340 106^	357 197	310 226	144^ 47^	249 142^	192 167	88^ 44^	279 137^	910 545								
SAT. 11.00A		30	NBC	CA	98 98	B	8.5 28 712	1839	297 114	327 189	257 187	107 57	235 134	186 145	79 42	330 146	947 524								
MONCHHICHIS					17 194	A	4.6 21 385	1699	215^156^	215^ 96^	151^123^	90^ 64^	235^ 63^	196^133^	146^ 39^	137^ 91^	1112 701								
1 SAT. 9.00A		30	ABC	CA	98	B	4.9 22 411	1686	197 84	246 128	175 129	71 66	145 83	127 87	55 17	240 105	1055 664								
MONCHHICHIS					1 190	A	2.9 20 243	1848	136^ LT	136^ 36^	36^ 36^	LT 100^	164^103^	103^103^	LT 61^	251^ 86^	1297 1055								
2 SAT. 8.00A		30	ABC	CA	95	B	2.9 20 243	1848	136 LT	136 36	36 36	LT 100	164 103	103 103	LT 61	251 86	1297 1055								
NBA ON CBS					1 184	A	6.7 16 561	1469	297^107^	309^103^	184^191^	150^103^	724 229^	506 440	398^193^	212^ 65^	224^ 145^								
1 SUN. 1.00P		150	CBS	SE	94	B	6.7 16 561	1469	297 107	309 103	184 191	150 103	724 229	506 440	398 193	212 65	224 145								
1.00 - 1.30						A	5.8 15 486	1693	294^111^	316^ 93^	181^193^	166^105^	884 291^	671 573	496 197^	260^ 99^	233^ 89^								
1.30 - 2.00						A	6.5 16 545	1516	283^108^	301^ 85^	175^196^	155^105^	764 228^	520 461	424 215^	245^ 85^	206^ 150^								
2.00 - 2.30						A	6.6 16 553	1499	327^128^	345^122^	222^225^	169^106^	706 219^	507 432	393^178^	204^ 57^	244^ 181^								
2.30 - 3.00						A	7.5 18 629	1385	262^108^	271^114^	183^177^	114^ 70^	664 194^	460 413	378 179^	207^ 49^	243^ 166^								
3.00 - 3.30						A	7.3 17 612	1252	303^ 74^	303^ 91^	154^163^	144^129^	615 222^	401 340	309^188^	143^ 41^	191^ 125^								
NCAA BASKETBALL GAME-SUN					1 187	A	4.0 10 335	1301	254^ 68^	266^ 36^	68^ 80^	101^180^	936 348^	542^540^	443^295^	42^ LT	57^ 50^								
2 SUN. 12.00N		122	NBC	SE	94	B	4.0 10 335	1301	254 68	266 36	68 80	101 180	936 348	542 540	443 295	42 LT	57 50								
12.00 - 12.30						A	3.7 10 310	1413	226^ 58^	290^ 58^	58^ 36^	48^232^	1123 335^	613^658^	666^384^	LT LT	LT LT								
12.30 - 1.00						A	3.9 10 327	1141	205^ 55^	205^ 34^	52^ 52^	67^153^	863 277^	521^606^	437^257^	45^ LT	28^ 28^								
1.00 - 1.30						A	3.8 10 318	1208	254^ 63^	254^ 25^	63^ 75^	123^179^	824 292^	431^453^	359^277^	51^ LT	79^ 79^								
1.30 - 2.00						A	4.6 11 385	1397	291^ 78^	291^ 23^	75^122^	141^169^	933 456^	582^457^	330^278^	62^ LT	111^ 92^								
NCAA BASKETBALL-NAT'L					3 169 165	A	3.4 9 285	1214	319^ 55^	333^ 38^	108^164^	197^165^	765 383^	524 417	260^221^	35^ 28^	81^ 29^								
1 SAT. 2.30P		129	NBC	SE	90 88	B	3.9 10 327	1288	343 109	352 68	121 163	200 159	757 397	545 422	220 197	111 16	68 37								
2 SAT. 3.19P		104				A	2.5 7 210	1076^	257^ 71^	257^ 28^	66^119^	229^138^	442^190^	214^238^	186^204^	48^ LT	329^ 209^								
2.30 - 3.00																									
CONT'D																									

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)														
														TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11												
																18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+															
WEEKEND DAYTIME CONT'D																																								
NCAA BASKETBALL-NA-CONT'D																																								
		3.00 - 3.30						A	3.1	8	260	1127	296	35v	308	43v	85v	131	172	161	685	331	430	343	262	239	23v	23v	111v	LT										
		3.30 - 4.00						A	3.2	8	268	1414	426	56v	426	32v	148	246	280	180	838	442	588	444	269	230	60v	60v	90v	LT										
		4.00 - 4.30						A	3.7	9	310	1194	298	52v	340	59v	101	146	158	194	819	423	590	477	284	203	15v	LT	20v	LT										
		4.30 - 5.00						A	4.1	9	344	1192	285	69v	311	26v	107	156	174	155	817	383	563	460	263	224	38v	35v	26v	21v										
NCAA BASKETBALL-REG'L														1	177			A	4.6	12	385	1236	252	54v	314	114v	205	137v	127v	94v	703	262	422	382	309	257	154v	34v	65v	21v
	2 SAT.	1.00P	137	NBC	SE		90	B	4.6	12	385	1236	252	54v	314	114	205	137	127	94	703	262	422	382	309	257	154	34	65	21										
		1.00 - 1.30						A	4.3	12	360	1492	296	100v	357	140v	261	158v	182	96v	681	194	371	391	367	248	298	102v	156v	47v										
		1.30 - 2.00						A	4.4	12	369	1417	301	76v	347	122v	249	160v	152v	98v	717	250	371	357	316	292	230	67v	123v	19v										
		2.00 - 2.30						A	4.7	12	394	1061	178	LT	269	139v	188	84v	49v	81v	698	261	442	405	300	256	94v	LT	LT	LT										
		2.30 - 3.00						A	4.9	13	411	1107	229	30v	306	102v	194	146	122v	82v	703	246	430	389	318	273	81v	LT	17v	17v										
		3.00 - 3.30						A	4.5	11	377	1088	264	80v	298	58v	101v	128v	125v	136v	711	369	493	323	231	218	60v	LT	19v	19v										
NEW FAT ALBERT SHOW														7	162			A	5.6	15	469	2094	654	291	681	432	467	383	190	143	350	55v	212	212	274	138	136	105v	927	552
	2 SAT.	1.00P	30	CBS	CA		86	B	5.0	15	419	1623	391	179	436	222	294	217	138	112	317	136	226	209	158	80	160	103	710	394										
NEW FAT ALBERT SHOW(B)														140				A	6.0	16	503	1879	339	149	380	203	292	188	105v	88v	395	299	376	229	96v	19v	374	143	730	462
	1 SAT.	1.00P	30	CBS	CA		70																																	
NEW SCOOPY & SCRAPPY DOO														1	200			A	5.1	22	427	2328	256	LT	293	251	251	61v	42v	42v	133v	133v	133v	74v	LT	LT	480	250	1422	1147
	2 SAT.	9.00A	30	ABC	CA		99	B	5.1	22	427	2328	256	LT	293	251	251	61	42	42	133	133	133	74	LT	LT	480	250	1422	1147										
ONE TO GROW ON-8:28AM														5	197			A	4.7	30	394	2589	436	123v	474	174	329	290	243	145v	292	173	173	248	119v	LT	503	280	1320	947

2 SAT.	8.28A	2 NBC CN	96	B	4.2	27	352	1977	280	100	305	133	237	209	152	52	253	167	198	202	86	LT	302	115	1117	701
ONE TO GROW ON-8:58AM SAT.	8.58A	2 NBC CN	18 200 202 98 98	A	4.9	23	411	1939	331	153^	380	179^	278^	195^	166^	97^	204^	149^	149^	150^	33v	37v	210^	101^	1145	705
				B	4.6	23	385	1730	272	127	296	173	234	179	104	46	164	116	128	108	36	29	196	116	1074	593
ONE TO GROW ON-10:28AM 2 SAT.	10.28A	2 NBC CN	16 209 99	A	9.7	31	813	2232	466	177^	547	266^	484	374	256^	63v	270^	151^	227^	169^	119^	32v	369	199^	1046	631
				B	9.0	32	754	1860	313	143	353	187	282	218	136	52	219	148	184	138	58	24	325	146	963	546
ONE TO GROW ON-10:58AM SAT.	10.58A	2 NBC CN	18 198 199 97 97	A	8.9	27	746	1776	279	92^	330	206	305	202	124^	25v	227	149^	172	149^	67^	39v	289	148^	930	568
				B	8.1	27	679	1825	286	118	327	186	256	188	106	57	224	140	177	140	64	33	298	139	976	558
ONE TO GROW ON-12:28PM 2 SAT.	12.28P	2 NBC CN	4 166 86	A	5.9	16	494	2103	436^	127^	456^	128^	286^	230^	206^	170^	360^	168^	290^	257^	192^	44v	478	268^	809	450^
				B	5.9	18	494	1890	319	130	361	112	223	191	151	126	242	111	206	179	125	29	390	157	897	510
PAC-MAN SAT.	9.30A	30 ABC CA	18 199 200 99 99	A	5.1	19	427	2016	356	133^	381	165^	294	195^	202^	87^	149^	60v	121^	105^	79^	28v	273^	164^	1213	806
				B	5.4	21	453	1763	239	88	264	128	194	150	90	65	165	83	134	106	68	28	234	133	1100	694
PLASTICMAN SAT.	10.00A	30 CBS CA	12 198 196 99 98	A	5.0	17	419	1766	327	150^	348	244^	244^	145^	44v	95^	401	253^	300	265^	93^	90^	184^	69v	833	519
				B	4.5	16	377	1768	321	137	373	209	271	177	110	90	281	155	216	167	92	58	250	78	864	502
PRO BOWLERS TOUR 1 SAT.	3.30P	94 ABC SE	3 165 165 88 89	A	7.4	17	620	1274	557	124^	574	156^	237	235	257	311	560	121^	279	275	260	266	65^	13v	75^	44v
2 SAT.	3.00P	90		B	7.3	18	612	1292	520	104	550	128	232	239	257	290	576	146	312	314	267	240	89	13	77	45
3.00 - 3.30				A	5.6	14	469	1369	523	82v	544	178^	262^	233^	210^	282^	724	168^	459^	432^	339^	265^	LT	LT	101v	62v
3.30 - 4.00				A	6.9	17	578	1349	512	104^	542	162^	233	217	229	297	572	143^	293	279	251	270	160^	29v	75^	52^
4.00 - 4.30				A	8.2	19	687	1266	607	153^	624	171	257	248	274	332	558	130^	267	273	250	261	11v	11v	73^	41v
4.30 - 5.00				A	8.3	18	696	1138	587	136^	587	113^	201^	250^	311^	337	434	34v	164^	164^	231^	270^	54v	LT	63v	25v
PUPPY-FURTHER ADVENTURES SAT.	11.00A	30 ABC CA	18 197 196 96 96	A	7.3	22	612	1922	251	113^	273	173^	273	190^	100^	LT	313	261	313	163^	52^	LT	381	152^	955	620
				B	6.2	21	520	1731	259	118	308	177	253	171	102	45	274	187	243	146	73	26	267	163	882	546

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKEND DAYTIME CONT'D																														
RASCALS/RICHIE RICH SAT. 8.30A 30 ABC CA 18 194 194 A 4.4 22 369 1588 241^109^ 241^111^ 147^127^ 47^ 94^ 144^106^ 133^103^ 38^ 17 233^101^ 970 686																														
SAT. 8.30A 30 ABC CA 98 98 B 4.0 19 335 1767 279 138 301 134 216 171 117 75 229 116 190 143 96 33 230 94 1007 664																														
RUBIK, THE AMAZING CUBE SAT. 10.00A 30 ABC CA 18 199 200 A 6.5 22 545 1875 227 123^ 258 131^ 225 147^ 127^ 33^ 195^ 64^ 178^114^ 131^ 17^ 333 149^ 1089 716																														
SAT. 10.00A 30 ABC CA 99 99 B 6.6 24 553 1816 212 89 240 135 184 134 74 49 186 99 158 100 76 26 303 151 1087 699																														
SATURDAY SUPERCADRE SAT. 8.30A 60 CBS CA 18 189 191 A 4.9 23 411 1727 299 115^ 299 121^ 143^ 77^ 53^132^ 162^ 65^ 96^ 79^ 74^ 54^ 239^151^ 1027 694																														
SAT. 8.30A 60 CBS CA 95 95 B 5.3 25 444 1815 234 80 253 109 160 124 86 80 201 98 152 127 78 40 263 89 1098 740																														
8.30 - 9.00 18 199 200 A 4.2 21 352 1639 252^ 66^ 252^ 98^ 98^ 13^ 17 154^ 156^ 33^ 62^ 90^ 95^ 66^ 183^114^ 1048 714																														
9.00 - 9.30 18 189 191 A 5.5 23 461 1813 330 150^ 330 136^ 170^122^ 91^116^ 171^ 89^ 122^ 71^ 62^ 49^ 285 180^ 1027 690																														
SCHOOL HOUSE ROCK-8:25AM 2 SAT. 8.25A 4 ABC CN 1 38 185 A 3.4 21 285 1926 137^ 17 137^ 60^ 60^ 60^ 17 77^ 193^124^ 124^124^ 17 69^ 283^ 87^ 1313 1099																														
2 SAT. 8.25A 4 ABC CN 98 93 B 3.4 21 285 1926 137 17 137 60 60 60 17 77 193 124 124 124 17 69 283 87 1313 1099																														
SCHOOLHOUSE ROCK-11:55AM 1 SAT. 11.55A 4 ABC CN 17 196 96 A 6.5 20 545 1571 209^ 61^ 245^190^ 245^146^ 55^ 17 227^183^ 227^173^ 44^ 17 206^ 70^ 893 532																														
1 SAT. 11.55A 4 ABC CN 96 96 B 6.0 20 503 1646 273 128 322 187 262 169 101 49 252 161 210 130 69 35 217 134 855 511																														
SCOOBY & SCRAPPY DOO SHOW 1 SAT. 11.30A 30 ABC CA 17 196 96 A 7.3 22 612 1619 208^ 61^ 243^185^ 243^149^ 58^ 17 214^173^ 214^164^ 41^ 17 206^ 73^ 956 590																														
1 SAT. 11.30A 30 ABC CA 96 96 B 6.6 22 553 1677 271 124 319 188 263 166 100 46 248 157 214 134 72 29 237 143 873 524																														
SHIRT TALES SAT. 8.30A 30 NBC CA 18 200 202 A 4.7 24 394 1942 333 163^ 381 165^ 276^199^ 183^ 97^ 191^132^ 132^140^ 41^ 29^ 227^117^ 1143 716																														
SAT. 8.30A 30 NBC CA 98 98 B 4.2 22 352 1706 248 110 274 146 209 169 108 49 164 108 123 104 41 32 209 122 1059 605																														
SMURFS I SAT. 9.00A 30 NBC CA 18 210 210 A 6.2 26 520 1948 363 130^ 370 178^ 285 224^ 154^ 75^ 323 187^ 274 248 111^ 31^ 229 117^ 1026 609																														
SAT. 9.00A 30 NBC CA 99 99 B 6.0 26 503 1849 269 117 300 177^ 231 164 98 47 227 150 194 157 66 22 283 154 1039 556																														
5 241^ 8^ 33^ 3 ABC CN 98 98 B 6^ 5^ 51 225 1811 580 100 302 131 531 569 185 25 383 181 188 505 88 11 385 112 1171 101																														
SMURFS II SAT. 9.30A 30 NBC CA 18 210 210 A 8.0 30 670 1882 353 115^ 388 194 309 208 154^ 72^ 294 160^ 254 217 111^ 26^ 205 115^ 995 572																														
SAT. 9.30A 30 NBC CA 99 99 B 8.0 31 670 1904 295 129 337 196 271 187 117 45 234 147 200 165 78 21 286 143 1047 563																														
SMURFS III SAT. 10.00A 30 NBC CA 18 210 210 A 9.0 30 754 1932 418 149^ 457 226 409 292 216 48^ 240 129^ 199 172 111^ 33^ 295 171 940 566																														
SAT. 10.00A 30 NBC CA 99 99 B 8.8 32 737 1910 322 143 358 191 289 214 138 50 231 151 191 149 67 28 330 151 991 561																														
SPIDERMAN/HULK 1 SAT. 11.30A 30 NBC CA 18 167 170 A 6.5 19 545 1699 244 99^ 251 93^ 197^160^ 136^ 54^ 240 148^ 213^193^ 92^ 19^ 359 191^ 849 477																														
SAT. 11.30A 30 NBC CA 86 87 B 6.0 20 503 1802 272 137 294 168 229 164 97 54 245 146 189 152 79 43 375 148 888 473																														
SPIDERMAN/HULK 2 SAT. 12.00N 30 NBC CA 16 165 170 A 6.3 18 528 1761 331 95^ 348 86^ 236 192^ 211^112^ 296 157^ 234 218^ 139^ 48^ 343 168^ 774 408																														
SAT. 12.00N 30 NBC CA 86 87 B 6.1 19 511 1828 327 157 356 172 256 193 139 88 253 150 190 158 82 44 348 136 871 495																														
SPORTSBEAT 1 SAT. 3.00P 30 ABC SC 2 143 76 A 3.8 10 318 969 416^224^ 416^120^ 120^199^ 110^217^ 327^135^ 135^135^ 107^192^ 160^ 75^ 66^ 17																														
SAT. 3.00P 30 ABC SC 76 76 B 3.8 10 318 1280 429 208 504 179 236 261 185 197 605 219 354 313 251 222 81 38 90 23																														
SPORTSWORLD 1 SUN. 3.15P 75 NBC SA 2 179 180 A 6.3 14 528 1672 405 190^ 455 101^ 240 274 272 139^ 931 388 642 537 459 239 151^ 92^ 135^ 68^																														
2 SUN. 2.02P 88 B 6.3 14 528 1672 405 190 455 101 240 274 272 139 931 388 642 537 459 239 151 92 135 68																														
2.00 - 2.30 A 5.6 13 469 2064 466^384^ 545 130^ 415^115^ 400^ 52^ 1162 667 908 553 406^202^ 188^141^ 169^ 74^																														
2.30 - 3.00 A 6.6 14 553 1841 372^256^ 411^103^ 260^315^ 293^ 56^ 1081 514 748 615 482 254^ 180^157^ 169^ 106^																														
3.00 - 3.30 A 6.1 13 511 1771 422 203^ 455 129^ 259 299 277 106^ 983 377 696 609 517 263 171^119^ 162^ 86^																														
3.30 - 4.00 A 7.0 16 587 1267 395 71^ 461 90^ 165^208^ 223^214^ 601 152^ 346^390^ 377^211^ 117^ 32^ 88^ 24^																														
4.00 - 4.30 A 6.4 14 536 1440 366^ 71^ 394^ 37^ 118^154^ 190^240^ 869 300^ 550 500 490 249^ 100^ 18^ 77^ 47^																														
SUNDAY MORNING SUN. 9.00A 90 CBS N 16 170 172 A 5.8 23 486 1130 559 285 586 121^ 218^239^ 285 327 443 78^ 191^200^ 256 210^ 31^ 31^ 70^ 46^																														
SAT. 9.00A 90 CBS N 93 93 B 5.0 21 419 1297 561 251 594 119 233 251 297 328 560 157 285 304 298 224 42 28 101 54																														
9.00 - 9.30 A 5.0 23 419 1095 587 255^ 587 83^ 227^274^ 316 313 460 85^ 203^198^ 251^231^ 19^ 19^ 29^ 17																														
9.30 - 10.00 A 6.3 25 528 1053 529 269 538 75^ 161^213^ 285 325 432 80^ 190^178^ 238 219^ 28^ 28^ 55^ 42^																														
10.00 - 10.30 A 6.0 21 503 1250 581 335 643 203^ 277 243 260 343 445 71^ 184^226^ 278 188^ 45^ 45^ 117^ 86^																														
SUPER BOWL TODAY(S) CONT'D 208 A 21.7 44 1818 1675 478 154 515 166 307 268 263 171 893 359 560 492 410 258 145 57^ 122^ 82^																														
AUDIENCE COMPOSITION																														

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																													
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		K E Y		AVG. AUD. SHARE % % (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11													
																				TOTAL		18- 34		18- 49		25- 54		35- 64		55+		TOTAL		18- 49		25- 54		35- 64		55+		TOTAL			
WEEKEND DAYTIME CONT'D																																													
SUPER BOWL TODAY(S-CONT'D																																													
2 SUN. 2.42P 102 CBS SC										99																																			
2.30 - 3.00																																													
3.00 - 3.30																																													
3.30 - 4.00																																													
4.00 - 4.30																																													
SUPER BOWL XVIII-KICKOFF(S)										208																																			
2 SUN. 4.24P 18 CBS SC										99																																			
SUPER BOWL XVIII GAME(S)										208																																			
2 SUN. 4.42P 218 CBS SE										99																																			
4.30 - 5.00																																													
5.00 - 5.30																																													
5.30 - 6.00																																													
6.00 - 6.30																																													
6.30 - 7.00																																													
7.00 - 7.30																																													
7.30 - 8.00																																													
8.00 - 8.30																																													
SUPER BOWL XVIII POST(S)										208																																			
2 SUN. 8.20P 25 CBS SC										99																																			
THIS WEEK-DAVID BRINKLEY										15		181																																	
2 SUN. 11.30A 60 ABC N										93																																			
11.30 - 12.00																																													
12.00 - 12.30																																													
THIS WK-DAVID BRINKLEY(B)										138																																			
1 SUN. 11.30A 60 ABC N										75																																			
11.30 - 12.00																																													
12.00 - 12.30																																													
THUNDARR										15		146																																	
2 SAT. 12.30P 30 NBC CA										82																																			
USA-WORLD-AMATEUR BOXING(S)										125																																			
1 SUN. 4.30P 90 ABC SE										66																																			
4.30 - 5.00																																													
5.00 - 5.30																																													
5.30 - 6.00																																													
VOLVO MASTERS TENNIS-SAT(S)										152																																			
1 SAT. 12.30P 120 NBC SE										79																																			
12.30 - 1.00																																													
1.00 - 1.30																																													
1.30 - 2.00																																													
2.00 - 2.30																																													
VOLVO MASTERS TENNIS-SUN(S)										178																																			
1 SUN. 12.30P 156 NBC SE										89																																			
12.30 - 1.00																																													
1.00 - 1.30																																													
1.30 - 2.00																																													
CONT'D																																													

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JAN. 9, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,500 18.5				34,110 40.7							
	ABC TV					THAT'S INCREDIBLE (SD)					ABC MONDAY NIGHT MOVIE SOMETHING ABOUT AMELIA (SD)						
	AVERAGE AUDIENCE (Households (000) & %)					11,060 13.2	12.6*		13.8*	26,730 31.9	28.7*		31.6*		33.5*		33.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 12.5	18 *		19 *	46 27.2	40 *		45 *		49 *		52 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,520 22.1				15,170 18.1		13,990 16.7		10,640 12.7			
	CBS TV					SCARECROW & MRS. KING (SD)				AFTERMASH		NEWHART		EMERALD POINT, N.A.S.			
	AVERAGE AUDIENCE (Households (000) & %)					14,670 17.5	17.2*		17.8*	13,580 16.2		12,320 14.7		8,130 9.7	9.9*		9.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 16.6	25 *		25 *	22 16.0		21 15.1		15 10.2	15 *		15 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					26,650 31.8				16,840 20.1							
	NBC TV					TV BLOOPERS & PRAC. JOKES (SD)					NBC MONDAY NIGHT MOVIES INVASION FORCE						
	AVERAGE AUDIENCE (Households (000) & %)					20,950 25.0	24.7*		25.4*	10,480 12.5	12.0*		12.1*		13.0*		12.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 24.0	36 *		35 *	18 12.5	17 *		17 *		19 *		20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,090 19.2				32,850 39.2							
	ABC TV					THAT'S INCREDIBLE (SUS-OP)					AMERICAN MUSIC AWARDS (9:00-11:00PM) (SD) (SOP)						
	AVERAGE AUDIENCE (Households (000) & %)					12,230 14.6	13.6*		15.6*	22,960 27.4	24.7*		26.7*		30.0*		28.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 13.2	20 *		22 *	41 23.9	35 *		38 *		45 *		46 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,100 21.6				16,680 19.9		16,340 19.5		12,650 15.1			
	CBS TV					SCARECROW & MRS. KING (SD)				AFTERMASH		NEWHART		EMERALD POINT, N.A.S.			
	AVERAGE AUDIENCE (Households (000) & %)					15,000 17.9	17.3*		18.6*	14,830 17.7		14,500 17.3		9,640 11.5	11.7*		11.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 16.8	25 *		26 *	25 17.7		25 17.8		18 12.1	17 *		18 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,530 24.5				18,860 22.5							
	NBC TV					TV BLOOPERS & PRAC. JOKES (SD)					NBC MONDAY NIGHT MOVIES A MATTER OF SEX (SD)						
	AVERAGE AUDIENCE (Households (000) & %)					16,090 19.2	19.4*		19.0*	12,570 15.0	14.8*		15.0*		15.2*		15.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 19.3	28 *		26 *	22 14.7	21 *		21 *		23 *		24 *
TV HOUSEHOLDS USING TV WK. 1		63.8	65.1	66.0	67.4	68.8	70.0	71.5	72.2	72.0	72.4	71.4	70.7	68.7	67.2	65.7	63.2
(See Def. 1) WK. 2		65.9	67.4	67.5	68.6	68.5	69.9	71.3	72.0	71.1	71.6	70.8	70.3	67.5	66.3	64.3	62.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. MON. JAN. 16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JAN.10, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					18,940 22.6		14,410 17.2		16,840 20.1		13,740 16.4		14,330 17.1				
	ABC TV					FOUL UPS, BLEEPs-BLUNDERS		HAPPY DAYS		THREE'S COMPANY		OH MADELINE (SD)		HART TO HART				
	AVERAGE AUDIENCE (Households (000) & %)					16,840 20.1		13,070 15.6		15,340 18.3		12,570 15.0		11,150 13.3		13.6*	13.1*	
	SHARE OF AUDIENCE %					29		22		26		22		22		22 *	22	
WEEK 1	AVG. AUD. BY ¼ HR. %					19.4	20.9	15.6	15.6	18.1	18.6	15.2	14.8	13.5	13.7	13.2	13.0	
	TOTAL AUDIENCE (Households (000) & %)					11,560 13.8				22,460 26.8								
	CBS TV					MISSISSIPPI (SD)					CBS TUESDAY NIGHT MOVIES LICENSE TO KILL							
	AVERAGE AUDIENCE (Households (000) & %)					9,550 11.4	11.0*		11.7*	16,170 19.3	16.7*		19.4*			20.3*	21.0*	
WEEK 1	SHARE OF AUDIENCE %					16	16 *	16 *	30	24 *		28 *			32 *	35 *		
	AVG. AUD. BY ¼ HR. %					11.1	11.0	11.6	11.9	16.1	17.2	19.3	19.5	20.2	20.3	20.9	21.1	
	TOTAL AUDIENCE (Households (000) & %)					25,730 30.7				20,030 23.9				16,420 19.6				
	NBC TV					A TEAM (SD)					RIPTIDE (SD)			REMINGTON STEELE				
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)					21,200 25.3	23.6*		27.0*	16,590 19.8	20.0*		19.6*	13,910 16.6	16.5*		16.6*	
	SHARE OF AUDIENCE %					36	34 *		38 *	29	28 *		29 *	27	26 *		28 *	
	AVG. AUD. BY ¼ HR. %					23.0	24.1	27.4	26.6	20.5	19.4	19.8	19.5	16.4	16.6	17.0	16.3	
	TOTAL AUDIENCE (Households (000) & %)					18,100 21.6		13,070 15.6		16,010 19.1		13,660 16.3		14,750 17.6				
WEEK 2	ABC TV					FOUL UPS, BLEEPs-BLUNDERS		HAPPY DAYS (SUS-SD)		THREE'S COMPANY		OH MADELINE (SD)		HART TO HART				
	AVERAGE AUDIENCE (Households (000) & %)					15,670 18.7		11,650 13.9		13,990 16.7		12,320 14.7		11,560 13.8		13.8*	13.8*	
	SHARE OF AUDIENCE %					27		19		24		22		23		22 *	24 *	
	AVG. AUD. BY ¼ HR. %					18.0	19.3	13.6	14.1	16.3	17.2	14.6	14.8	13.8	13.8	13.5	14.0	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					13,410 16.0				24,640 29.4								
	CBS TV					MISSISSIPPI (SD)					CBS TUESDAY NIGHT MOVIES THE SEDUCTION OF GINA							
	AVERAGE AUDIENCE (Households (000) & %)					10,890 13.0	12.3*		13.7*	15,750 18.8	16.9*		18.3*		19.8*		20.1*	
	SHARE OF AUDIENCE %					18	18 *		19 *	29	24 *		27 *		32 *		34 *	
WEEK 2	AVG. AUD. BY ¼ HR. %					12.4	12.2	13.4	13.9	16.7	17.0	18.3	18.4	19.8	19.7	20.0	20.3	
	TOTAL AUDIENCE (Households (000) & %)					25,390 30.3				19,860 23.7				15,420 18.4				
	NBC TV					A TEAM (SD)					RIPTIDE			REMINGTON STEELE				
	AVERAGE AUDIENCE (Households (000) & %)					20,700 24.7	23.4*		26.0*	15,920 19.0	19.3*		18.6*	12,820 15.3	15.5*		15.2*	
TV HOUSEHOLDS USING TV (See Def. 1)	SHARE OF AUDIENCE %					35	33 *		36 *	27	27 *		27 *	25	25 *		26 *	
	AVG. AUD. BY ¼ HR. %					22.4	24.4	26.5	25.6	19.8	18.9	19.0	18.3	15.9	15.1	15.2	15.1	
	WK. 1	64.5	65.6	67.2	68.2	69.2	70.8	71.4	70.9	70.3	70.2	68.6	67.9	63.5	62.3	60.9	59.0	
	WK. 2	63.1	64.1	65.5	67.5	69.3	71.2	71.5	72.0	70.7	70.5	69.1	67.0	63.0	60.9	59.2	58.2	

For explanation of symbols, See page A.

EVE.TUE. JAN.17, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JAN.11, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					22,540 26.9				25,480 30.4				22,710 27.1			
	ABC TV					FALL GUY (SD)				DYNASTY (SD)				HOTEL			
	AVERAGE AUDIENCE (Households (000) & %)					17,350 20.7	19.2*			21,540 25.7	24.9*			19,270 23.0	23.0*		23.0*
	SHARE OF AUDIENCE %					31	29 *			38	36 *			38	37 *		39 *
	AVG. AUD. BY ¼ HR. %					18.1	20.2	21.6	22.7	24.2	25.5	26.2	27.0	23.1	22.9	23.3	22.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,070 14.4		9,640 11.5		15,840 18.9							
	CBS TV					DOMESTIC LIFE		EMPIRE (SD)		CBS WEDNESDAY NIGHT MOVIE MODERN PROBLEMS							
	AVERAGE AUDIENCE (Households (000) & %)					10,140 12.1		8,460 10.1		8,800 10.5	10.0*				11.2*		10.8*
	SHARE OF AUDIENCE %					18		15		16	15 *				18 *		18 *
	AVG. AUD. BY ¼ HR. %					12.3	12.0	10.2	10.1	10.3	9.8	10.0	10.2	11.4	11.0	11.0	10.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,920 19.0				16,510 19.7		15,420 18.4		14,670 17.5			
	NBC TV					REAL PEOPLE (SD)				FACTS OF LIFE		NIGHT COURT		ST. ELSEWHERE			
	AVERAGE AUDIENCE (Households (000) & %)					11,650 13.9	13.6*			14,160 16.9		13,490 16.1		11,820 14.1	14.2*		13.9*
	SHARE OF AUDIENCE %					21	21 *			25		24		24	23 *		24 *
	AVG. AUD. BY ¼ HR. %					13.5	13.8	13.8	14.5	16.3	17.5	16.0	16.2	14.3	14.2	13.9	13.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					23,460 28.0				25,060 29.9				21,030 25.1			
	ABC TV					FALL GUY (SD)				DYNASTY (SD)				HOTEL			
	AVERAGE AUDIENCE (Households (000) & %)					18,270 21.8	20.2*			20,780 24.8	24.5*			18,440 22.0	22.4*		21.5*
	SHARE OF AUDIENCE %					32	30 *			36	35 *			36	35 *		36 *
	AVG. AUD. BY ¼ HR. %					19.3	21.1	23.2	23.8	24.4	24.6	24.8	25.3	22.3	22.4	21.9	21.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,230 14.6		9,300 11.1		17,600 21.0							
	CBS TV					DOMESTIC LIFE		EMPIRE (SD)		CBS WEDNESDAY NIGHT MOVIE CARBON COPY							
	AVERAGE AUDIENCE (Households (000) & %)					10,220 12.2		8,380 10.0		10,810 12.9	11.7*				13.7*		13.9*
	SHARE OF AUDIENCE %					18		14		20	17 *				22 *		23 *
	AVG. AUD. BY ¼ HR. %					12.2	12.3	10.2	9.8	11.4	12.1	12.6	12.3	13.7	13.8	14.0	13.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,520 22.1				15,250 18.2		12,820 15.3		12,910 15.4			
	NBC TV					REAL PEOPLE (SD)				FACTS OF LIFE		NIGHT COURT (SD)		ST. ELSEWHERE			
	AVERAGE AUDIENCE (Households (000) & %)					14,410 17.2	16.6*			13,410 16.0		11,150 13.3		10,390 12.4	12.5*		12.3*
	SHARE OF AUDIENCE %					25	24 *			23		20		20	20 *		21 *
	AVG. AUD. BY ¼ HR. %					16.3	16.9	17.8	17.8	16.0	15.9	13.1	13.5	12.7	12.4	12.4	12.2
TV HOUSEHOLDS USING TV		WK. 1	62.7	64.0	64.7	65.7	65.0	66.3	67.1	68.1	68.2	68.7	67.9	67.2	62.5	60.4	59.3
(See Def. 1)		WK. 2	65.1	66.6	66.5	67.3	67.7	68.9	69.9	70.3	70.0	70.2	68.9	67.5	63.9	62.3	60.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE.WED. JAN.18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JAN.12, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,670 18.7				12,400 14.8				16,760 20.0		
	ABC TV					AUTOMAN				MASQUERADE (SD)				20/20		
	AVERAGE AUDIENCE (Households (000) & %)					11,560 13.8				9,550 11.4				13,160 15.7		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 13.9				17 11.3				26 16.1		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,960 26.2				24,550 29.3				20,870 24.9		
	CBS TV					MAGNUM, P.I. (SD)				SIMON & SIMON				KNOTS LANDING		
	AVERAGE AUDIENCE (Households (000) & %)					18,020 21.5				20,200 24.1				17,430 20.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					32 19.8				37 22.6				34 20.6		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,410 17.2				16,340 19.5				17,930 21.4		
	NBC TV					GIMME A BREAK				FAMILY TIES (SD)				BUFFALO BILL (SD)		
	AVERAGE AUDIENCE (Households (000) & %)					12,400 14.8				14,500 17.3				14,830 17.7		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 14.3				26 17.4				29 17.1		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,490 16.1				12,820 15.3				15,840 18.9		
	ABC TV					AUTOMAN (SUS-SD)				MASQUERADE (SD)				20/20		
	AVERAGE AUDIENCE (Households (000) & %)					9,970 11.9				9,550 11.4				11,980 14.3		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 11.4				17 10.9				23 14.5		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					24,640 29.4				23,880 28.5				20,110 24.0		
	CBS TV					MAGNUM, P.I. (SD)				SIMON & SIMON				KNOTS LANDING		
	AVERAGE AUDIENCE (Households (000) & %)					19,440 23.2				20,200 24.1				17,510 20.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					34 22.1				35 22.6				33 20.9		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,000 17.9				17,930 21.4				17,850 21.3		
	NBC TV					GIMME A BREAK				FAMILY TIES (SD)				BUFFALO BILL		
	AVERAGE AUDIENCE (Households (000) & %)					13,240 15.8				15,500 18.5				14,920 17.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 15.5				27 18.6				28 17.1		

TV HOUSEHOLDS USING TV	WK. 1	62.0	62.9	64.0	64.4	66.1	66.5	67.0	67.7	66.8	66.4	64.9	64.1	62.5	61.7	60.7	58.6
(See Def. 1)	WK. 2	63.9	65.2	65.7	66.7	67.3	68.2	68.2	68.8	68.8	69.5	68.4	67.6	65.4	64.1	62.7	61.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.THU. JAN.19, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JAN.13, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,680 19.9		17,600 21.0		15,080 18.0				18,180 21.7				
	ABC TV					BENSON		WEBSTER (SD)		BLUE THUNDER (SD)				MATT HOUSTON				
	AVERAGE AUDIENCE (Households (000) & %)					14,580 17.4		15,750 18.8		11,980 14.3				14,330 17.1				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 16.6	18.3	28 18.9	18.6	21 13.9	21 * 14.0		21 * 14.3	21 * 14.8	28 16.1	26 * 17.1	29 * 17.4	29 * 17.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,090 19.2		15,840 18.9		24,130 28.8				21,620 25.8				
	CBS TV					IS THIS GOODBYE C. BROWN (R)		HOW BUGS BUNNY WON-WEST (R)(SD)		DALLAS				FALCON CREST				
	AVERAGE AUDIENCE (Households (000) & %)					14,160 16.9		14,580 17.4		20,280 24.2				18,020 21.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 16.8	16.9	26 17.0	17.9	36 23.0	35 * 24.1		37 * 24.9	35 21.8	35 * 21.8	36 * 21.4	36 * 21.1	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,510 20.9								11,900 14.2				
	NBC TV									MOVIE OF THE WEEK-FRIDAY HARD KNOX (SD)				NEW SHOW				
	AVERAGE AUDIENCE (Households (000) & %)					10,810 12.9	12.2*		13.2*		13.5*		12.9*	7,460 8.9	9.6*		8.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 12.2	19 * 12.2		20 * 13.1		20 * 13.4		19 * 13.3	15 10.1	15 * 9.0		14 * 7.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,000 21.1		16,770 22.4		13,990 16.7				18,020 21.5				
	ABC TV					BENSON		WEBSTER (SD)		BLUE THUNDER (SD)				MATT HOUSTON				
	AVERAGE AUDIENCE (Households (000) & %)					15,420 18.4		16,930 20.2		11,060 13.2				15,080 18.0				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					29 17.2	19.5	31 19.8	20.5	20 13.1	20 * 13.1		20 * 13.4	31 17.4	29 * 18.1	32 * 18.4	32 * 18.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,110 22.8				24,720 29.5				20,780 24.8				
	CBS TV							DUKES OF HAZZARD (SD)		DALLAS				FALCON CREST				
	AVERAGE AUDIENCE (Households (000) & %)					14,830 17.7	17.1*		18.3*	21,960 26.2				18,020 21.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 16.8	27 * 17.4		28 * 18.1	40 24.9	39 * 26.5		41 * 26.7	37 22.0	36 * 22.0	37 * 21.3	37 * 20.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,910 15.4				13,070 15.6				10,640 12.7				
	NBC TV							LEGMEN (SD)		MASTER (SD)				NEW SHOW				
	AVERAGE AUDIENCE (Households (000) & %)					8,800 10.5	10.7*		10.4*	11,060 13.2				6,620 7.9	8.5*		7.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					16 11.3	17 * 10.0		16 * 10.1	20 13.0	20 * 13.1		20 * 13.3	13 8.8	14 * 8.3		13 * 7.0	
TV HOUSEHOLDS USING TV		WK. 1	59.6	61.1	62.4	64.3	65.2	65.7	66.1	67.1	67.3	67.2	68.0	67.1	63.6	61.9	60.1	59.4
(See Def. 1)		WK. 2	59.7	60.6	60.6	61.8	63.0	63.4	64.3	65.7	65.2	65.8	65.5	64.6	60.8	60.0	58.0	56.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.FRI. JAN.20, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.14, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					17,770 21.2				18,020 21.5				15,840 18.9				
	ABC TV						T.J. HOOKER (SD)				LOVE BOAT (SD)				FANTASY ISLAND				
	AVERAGE AUDIENCE (Households (000) & %)	{					14,160 16.9	16.1*		17.6*	14,830 17.7	17.1*		18.3*	12,740 15.2	15.2*		15.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 15.4	26* 16.7		28* 17.9	29 17.4	28* 16.5		30* 17.7	27 18.0	27* 15.3	27* 15.2	27* 15.6	27* 14.6
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					13,160 15.7				19,440 23.2								
	CBS TV						WHIZ KIDS (SD)				CBS SAT. NIGHT MOVIE BODY HEAT (9:00-11:18PM)								
	AVERAGE AUDIENCE (Households (000) & %)	{					9,390 11.2	11.3*		11.2*	9,640 11.5	11.2*		10.6*		11.3*		11.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 11.6	18* 11.0		18* 10.9	20 11.6	18* 10.7		17* 10.4		20* 11.1	20* 11.4	21* 11.5	21* 11.9
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					15,080 18.0		13,910 16.6		13,580 16.2		13,580 16.2		12,230 14.6				
	NBC TV						DIFF'RENT STROKES-SAT.		SILVER SPOONS (SD)		WE GOT IT MADE		MAMA'S FAMILY (SD)		YELLOW ROSE				
	AVERAGE AUDIENCE (Households (000) & %)	{					13,320 15.9		12,820 15.3		11,820 14.1		11,980 14.3		9,640 11.5	11.4*		11.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 15.2		24 16.6		23 15.0		23 15.5		20 14.0	20* 14.2	20* 14.0	21* 14.7	21* 11.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					19,610 23.4				20,450 24.4				19,360 23.1				
	ABC TV						T.J. HOOKER (R)(SD)				LOVE BOAT (SD)				FANTASY ISLAND				
	AVERAGE AUDIENCE (Households (000) & %)	{					14,330 17.1	15.4*		18.8*	16,680 19.9	19.3*		20.6*	14,750 17.6	17.6*		17.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 14.9	25* 16.0		31* 18.4	32 18.6	32* 19.9		33* 20.6	31 17.6	30* 17.6	30* 17.6	32* 17.6	32* 17.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					9,470 11.3		5,360 6.4		16,340 19.5								
	CBS TV						POOR RICHARD (SD)		PAID POLITICAL BROADCAST		CBS SAT. NIGHT MOVIE MAKING LOVE								
	AVERAGE AUDIENCE (Households (000) & %)	{					7,540 9.0		4,360 5.2		9,720 11.6	11.4*		11.2*		12.1*		11.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						15 9.5		8 8.5		20 11.5	19* 11.3		18* 11.3		21* 12.1	21* 12.1	22* 12.2	22* 11.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,010 19.1		17,100 20.4		11,900 14.2		11,730 14.0		12,910 15.4				
	NBC TV						DIFF'RENT STROKES-SAT.		SILVER SPOONS (SD)		WE GOT IT MADE		MAMA'S FAMILY		YELLOW ROSE				
	AVERAGE AUDIENCE (Households (000) & %)	{					13,910 16.6		15,250 18.2		10,220 12.2		10,560 12.6		9,890 11.8	11.8*		11.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 15.9		30 17.4		20 12.3		20 12.0		21 12.2	20* 12.9	20* 12.1	22* 12.1	22* 11.7
TV HOUSEHOLDS USING TV			WK. 1	59.1	59.7	59.9	61.0	61.7	62.8	63.0	63.3	61.5	61.7	61.7	61.4	57.6	57.0	55.9	54.3
(See Def. 1)			WK. 2	57.9	58.1	58.3	58.9	60.4	60.7	61.1	61.6	61.0	61.3	61.6	61.5	59.2	57.5	56.3	54.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. JAN.21, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.14, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,600 4.3														
	ABC TV		ABC WEEKEND REPORT- SAT. (B)														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,600 4.3														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	8 4.3														
K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV		CBS SAT. NIGHT MOVIE BODY HEAT (9:00-11:10PM)														
	AVERAGE AUDIENCE (Households (000) & %)	{		13.8*													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14.3	27 *													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			10,810 12.9												
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{			6,200 7.4	8.2*		7.4*		6.3*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			20 8.4	20 *		21 *		21 *							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,690 5.6														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,530 5.4														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11 5.4														
K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
K 2	TOTAL AUDIENCE (Households (000) & %)	{				9,970 11.9											
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{				5,450 6.5	7.1*		6.5*		5.7*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%				18 7.5	18 *		19 *		19 *						
TV HOUSEHOLDS USING TV WK. 1		52.7	48.5	43.0	39.8	36.7	34.0	31.0	28.4	25.7	23.2	20.5	17.7	15.1	13.3	11.9	10.2
(See Def. 1) WK. 2		50.7	47.6	42.0	38.9	35.2	32.3	29.6	28.0	25.2	22.7	19.1	17.2	15.2	14.0	12.7	11.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. JAN.21, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.15, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	14,670 17.5				16,930 20.2				23,880 28.5								
	ABC TV		RIPLEY'S BELIEVE IT-NOT				HARDCASTLE & MCCORMICK (SD)				ABC SUNDAY NIGHT MOVIE ELECTRIC HORSEMAN(R) (9:00-11:24PM) (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{	10,640 12.7	11.8*			14,160 16.9	16.7*			14,580 17.4	15.7*			16.7*	18.1*	17.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 11.2	18 *	12.9	13.6* 21 *	25 16.5	25 * 16.8	17.4	16.7	15.3	16.1	16.8	16.5	17.9	18.3	18.0	17.8	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	28,160 33.6				16,260 19.4		16,010 19.1		17,770 21.2		16,590 19.8		19,190 22.9				
	CBS TV		60 MINUTES				ALICE		ONE DAY AT A TIME (SD)		JEFFERSONS		GOODNIGHT, BEANTOWN		TRAPPER JOHN, M.D.				
	AVERAGE AUDIENCE (Households (000) & %)	{	22,960 27.4	26.6*			14,580 17.4	14,920 17.8			16,420 19.6	14,330 17.1			16,170 19.3	19.4*	19.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	42 25.4	41 *	29.2	43 * 27.4	26 17.3	26 17.6	17.4	18.1	19.2	20.0	16.3	18.0	19.0	19.7	19.3	19.1	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,210 8.6				16,840 20.1				23,800 28.4								
	NBC TV		(1) (-OP)	FIRST CAMERA (7:05-8:00PM)(OP)			KNIGHT RIDER (SD)			BOB HOPE-USO XMAS-BEIRUT									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,690 5.6	5.4*			13,660 16.3	15.2*			15,170 18.1	17.1*			19.5*	18.4*	17.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	9 5.3	8 *	5.3	9 * 6.2	24 14.4	22 * 16.0	17.1	17.8	17.3	17.0	19.2	19.9	18.8	18.1	17.8	16.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	11,650 13.9				17,350 20.7				25,220 30.1								
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)				HARDCASTLE & MCCORMICK (R)(SD)				ABC SUNDAY NIGHT MOVIE DIAMONDS ARE FOREVER(R) (9:00-11:16PM) (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{	7,120 8.5	7.6*			11,310 13.5	11.7*			14,580 17.4	16.2*			17.5*	18.6*	17.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 7.2	11 *	9.0	13 * 9.7	19 10.6	17 * 12.8	15.2	15.5	15.7	16.7	16.6	18.4	18.9	18.2	17.8	17.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					31,090 37.1		35,870 42.8				30,590 36.5						
	CBS TV		SUPER BOWL XVIII GAME WASHINGTON VS LOS ANGELES RAIDERS (4:42-8:20PM) (-OP)				SUPER BOWL XVIII POST (8:20-8:45PM) (-OP)				60 MINUTES (SD)		AIRWOLF SPECIAL (9:45-11:48PM)						
	AVERAGE AUDIENCE (Households (000) & %)	{			47.6*	46.0*		27,910 33.3	27,400 32.7			33.5*	33.3*	18,100 21.6	22.6*		20.5*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	48.0	70 *	47.1	66 * 45.5	48 44.0	46 35.4	31.9	30.6	34.1	32.9	33.3	24.9	23.4	21.8	20.7	20.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	18,100 21.6								20,110 24.0								
	NBC TV		NBC SUN NIGHT MOVIE SPEC. THE KID WITH THE 200 I.Q.(R) (SD)								NBC SUNDAY NIGHT MOVIE KNIGHT RIDER(R) (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{	10,730 12.8	8.6*			11.9*	14.5*	16.1*		14.2	13.4*	14.3*		14.6*	14.3*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 7.8	13 *	11.0	17 * 12.8	21 * 14.0	23 * 14.9	16.0	16.3	13.1	13.7	13.9	14.7	14.7	14.6	14.7	14.0	
TV HOUSEHOLDS USING TV			WK. 1	64.0	64.6	65.4	67.0	67.5	68.3	69.5	70.0	69.0	69.5	68.9	68.6	66.7	65.2	63.0	60.8
(See Def. 1)			WK. 2	67.9	68.8	69.7	70.3	70.9	70.1	70.6	71.0	70.4	70.3	69.6	66.9	63.8	61.3	59.0	56.5

U.S. TV Households: 83,800,000

(1) BOB HOPE GOLF-SUN, NBC, (4:30-7:05PM)(S)

For explanation of symbols, See page A.

EVE.SUN. JAN.22, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.15, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			2,930 3.5														
	ABC TV			ABC SUNDAY THE ELECTRIC HORSEMAN (R)(9:00-11:24PM)		ABC WEEKEND REPORT-SUN. (11:35-11:50PM)												
	AVERAGE AUDIENCE (Households (000) & %)			18.8*		2,850 3.4												
	SHARE OF AUDIENCE %			35 *		9												
	AVG. AUD. BY ¼ HR. %	18.8	18.6	3.5	3.1													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	6,120 7.3																
	CBS TV	CBS SUNDAY NEWS-OSGOOD																
	AVERAGE AUDIENCE (Households (000) & %)	5,950 7.1																
	SHARE OF AUDIENCE %	13																
	AVG. AUD. BY ¼ HR. %	7.1																
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			2,680 3.2		NBC LATE NIGHT MOVIE FOR LOVE AND HONOR (11:30-12:36AM)												
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			1,340 1.6		1.8*		1.9*		1.4*		1.3*		1.3*				
	SHARE OF AUDIENCE %			6		5 *		7 *		7 *		8 *		10 *				
	AVG. AUD. BY ¼ HR. %			1.9		1.7	1.9	1.9	1.5	1.3	1.3	1.2		1.3				
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			2,930 3.5		ABC WEEKEND REPORT-SUN. (11:29-11:44PM) (OP)												
	ABC TV	(1) (-OP)																
	AVERAGE AUDIENCE (Households (000) & %)			2,930 3.5														
	SHARE OF AUDIENCE %			8														
	AVG. AUD. BY ¼ HR. %	16.9	4.2	3.4														
WEEK 5	TOTAL AUDIENCE (Households (000) & %)			4,440 5.3		CBS SUNDAY NEWS-OSGOOD (11:48-12:03AM) (OP)												
	CBS TV	AIRWOLF SPECIAL (9:45-11:40PM) (-OP)																
	AVERAGE AUDIENCE (Households (000) & %)			4,270 5.1														
	SHARE OF AUDIENCE %			14														
	AVG. AUD. BY ¼ HR. %	20.5	21.1	21.5	5.2	4.6												
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			2,100 2.5		NBC LATE NIGHT MOVIE KENT STATE(R) (11:30-12:33AM)												
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			1,010 1.2		1.6*		1.3*		1.0*		.9*						
	SHARE OF AUDIENCE %			5		4 *		5 *		5 *		6 *						
	AVG. AUD. BY ¼ HR. %			1.7		1.5	1.3	1.2	1.0	1.0	.9	.9	.8					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	55.1	50.7	40.3	34.1	29.7	26.9	23.0	19.9	16.7	14.9	12.8	11.5	9.6	8.8	7.7	6.7
		WK. 2	54.1	50.7	42.7	35.4	29.7	25.2	22.3	20.7	17.5	15.2	13.6	12.5	11.0	9.3	7.7	6.0

TV HOUSEHOLDS USING TV	WK. 1	55.1	50.7	40.3	34.1	29.7	26.9	23.0	19.9	16.7	14.9	12.8	11.5	9.6	8.8	7.7	6.7
(See Def. 1)	WK. 2	54.1	50.7	42.7	35.4	29.7	25.2	22.3	20.7	17.5	15.2	13.6	12.5	11.0	9.3	7.7	6.0

U.S. TV Households: 83,800,000

(1)ABC SUNDAY NIGHT MOVIE, DIAMONDS ARE FOREVER(R), ABC, (9:00-11:16PM)

For explanation of symbols, See page A.

EVE.SUN. JAN.22, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 9-13, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,610 6.7				5,870 7.0									
	ABC TV			GOOD MORNING, AMERICA-730				GOOD MORNING, AMERICA-830									
	AVERAGE AUDIENCE (Households (000) & %)			4,530 5.4				4,940 5.9									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			26 5.5				26 5.9									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,600 4.3				4,190 5.0						5,530 6.6		5,610 6.7	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			3,020 3.6				3,440 4.1						4,690 5.6		4,780 5.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			17 3.5				18 4.1						23 5.3		23 5.5	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			4,360 5.2				4,610 5.5						4,270 5.1		4,690 5.6	
	NBC TV			TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (CO-OP)						FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,350 4.0				3,690 4.4						3,520 4.2		4,020 4.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			19 4.0				19 4.5						17 3.9		19 4.7	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)			5,780 6.9				5,950 7.1									
	ABC TV			GOOD MORNING, AMERICA-730				GOOD MORNING, AMERICA-830									
	AVERAGE AUDIENCE (Households (000) & %)			4,530 5.4				4,860 5.8									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			26 5.3				24 5.8									
W E E K 5	TOTAL AUDIENCE (Households (000) & %)			3,770 4.5				4,270 5.1						5,610 6.7		6,120 7.3	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID (TU-F)(SUS-OP)		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			3,020 3.6				3,440 4.1						4,690 5.6		5,280 6.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			17 3.5				17 4.0						21 5.3		23 6.1	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)			4,110 4.9				4,860 5.8						4,860 5.8		5,450 6.5	
	NBC TV			TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (CO-OP)						FACTS OF LIFE M-F (TU-F)(SUS-OP)		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,270 3.9				4,020 4.8						4,110 4.9		4,610 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			18 3.9				20 4.7						18 4.6		20 5.2	
TV HOUSEHOLDS USING TV WK. 1		12.9	15.5	17.3	18.7	19.7	21.0	21.5	22.0	22.8	23.4	23.5	24.1	23.8	24.7	24.9	25.4
(See Def. 1) WK. 2		12.7	15.0	17.0	18.3	19.8	21.1	21.9	23.0	23.8	24.8	25.3	26.0	26.3	27.1	27.4	28.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN. 16-20, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.9-13, 1984

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,850 3.4		3,440 4.1		5,110 6.1		5,110 6.1		10,060 12.0				9,720 11.6			
	ABC TV		PEOPLE TO PEOPLE-M-F		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,350 2.8		2,930 3.5		4,270 5.1		4,270 5.1		7,880 9.4				7,460 8.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	11 2.9	2.7	13 3.2	3.7	18 4.9	5.4	17 4.9	5.3	29 8.2	8.8* 27 *		10.0* 30 *	28 8.8	8.8* 28 *		9.1* 29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,210 9.8		10,560 12.6				9,970 11.9				8,300 9.9				6,120 7.3	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,120 8.5		9,300 11.1				7,790 9.3	9.3*			6,790 8.1				5,780 6.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	33 8.0	9.0	41 10.8	11.4			32 9.3	32 * 9.4		9.3* 31 *	25 7.9	24 * 7.9		8.3* 26 *	22 6.9	6.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,790 9.3		5,450 6.5		2,850 3.4		3,350 4.0		7,290 8.7				5,780 6.9			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		GO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,790 8.1		4,780 5.7		2,510 3.0		2,680 3.2		5,780 6.9				4,360 5.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	31 7.9	8.3	21 5.8	5.7	10 3.1	3.0	11 3.1	3.3	21 6.4	6.5* 6.7		7.2* 22 *	17 5.5	5.3* 17 *		5.2* 17 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,020 4.8		4,190 5.0		5,950 7.1		6,200 7.4		10,810 12.9				10,060 12.0			
	ABC TV		BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,440 4.1		3,600 4.3		5,110 6.1		5,360 6.4		8,630 10.3				7,880 9.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	14 3.9	4.2	14 4.1	4.6	19 5.8	6.4	19 6.2	6.5	29 9.3	9.8* 27 *		10.9* 31 *	28 9.4	9.3* 28 *		9.4* 28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,800 10.5		11,730 14.0				10,730 12.8				8,880 10.6				6,870 8.2	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,710 9.2		10,060 12.0				8,300 9.9	10.0*			7,210 8.6				6,290 7.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	32 8.6	9.6	40 11.7	12.4			30 10.1	31 * 10.0		9.9* 30 *	25 8.2	23 * 8.4		8.8* 26 *	23 7.5	7.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,130 9.7		5,610 6.7		3,270 3.9		3,270 3.9		7,960 9.5				6,620 7.9			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		GO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	7,040 8.4		4,860 5.8		2,770 3.3		2,850 3.4		6,370 7.6				4,940 5.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	30 8.3	8.4	20 5.8	5.9	10 3.3	3.3	10 3.3	3.5	21 7.2	7.4* 21 *		7.9* 22 *	18 6.2	6.0* 18 *		5.8* 18 *
TV HOUSEHOLDS USING TV		WK. 1	25.8	26.6	26.8	28.1	29.3	30.0	29.6	30.5	31.7	32.2	31.8	32.1	31.6	31.8	31.1	32.5
(See Def. 1)		WK. 2	28.2	29.1	29.2	30.3	31.8	33.1	33.0	33.8	35.0	35.7	35.2	34.9	34.2	34.0	33.3	34.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.16-20, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 9-13, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	12,320 14.7				3,600 4.3								11,560 13.8	
	ABC TV		GENERAL HOSPITAL				EDGE OF NIGHT								ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	9,720 11.6	11.2*		12.0*	3,100 3.7								10,140 12.1	
	SHARE OF AUDIENCE %		33	33 *		33 *	10								20	
	AVG. AUD. BY ¼ HR.	%	10.9	11.4	11.9	12.0	3.8	3.7							11.9	12.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,300 9.9				3,850 4.6								14,250 17.0	
	CBS TV		GUIDING LIGHT (SD)				TATTLTALES								CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,620 7.9	7.7*		8.2*	3,100 3.7								12,820 15.3	
	SHARE OF AUDIENCE %		23	23 *		23 *	10								25	
	AVG. AUD. BY ¼ HR.	%	7.5	7.9	8.2	8.2	3.5	3.9							15.2	15.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,690 5.6												10,810 12.9	
	NBC TV		MATCH GM/HOLLYWOOD SQS HR												NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,270 3.9	3.6*		4.2*									9,640 11.5	
	SHARE OF AUDIENCE %		11	11 *		12 *									19	
	AVG. AUD. BY ¼ HR.	%	3.4	3.8	4.1	4.3									11.3	11.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	12,320 14.7				3,690 4.4								11,480 13.7	
	ABC TV		GENERAL HOSPITAL				EDGE OF NIGHT				(S) (OP)				ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	9,970 11.9	11.6*		12.2*	3,180 3.8								10,140 12.1	
	SHARE OF AUDIENCE %		32	32 *		32 *	10								20	
	AVG. AUD. BY ¼ HR.	%	11.2	11.9	12.3	12.2	3.9	3.7							12.0	12.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,130 10.9				4,360 5.2								14,500 17.3	
	CBS TV		GUIDING LIGHT (SD)				TATTLTALES								CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,370 8.8	8.6*		9.0*	3,770 4.5								13,070 15.6	
	SHARE OF AUDIENCE %		24	24 *		23 *	12								25	
	AVG. AUD. BY ¼ HR.	%	8.5	8.8	9.1	8.9	4.4	4.6							15.4	15.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,360 6.4												11,900 14.2	
	NBC TV		MATCH GM/HOLLYWOOD SQS HR												NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,770 4.5	4.1*		4.9*									10,480 12.5	
	SHARE OF AUDIENCE %		12	11 *		13 *									20	
	AVG. AUD. BY ¼ HR.	%	3.9	4.4	4.7	5.1									12.2	12.8

TV HOUSEHOLDS USING TV WK. 1	33.9	35.5	36.8	38.1	37.0	39.2	40.5	42.3	44.3	46.9	49.0	51.2	54.5	57.8	59.2	60.7
(See Def. 1) WK. 2	36.2	38.1	39.0	39.9	38.8	40.3	41.4	43.4	45.0	47.8	50.3	53.1	56.4	58.9	60.5	62.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN. 16-20, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 14, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					3,520 4.2		4,360 5.2		4,860 5.8		4,860 5.8		5,950 7.1		6,290 7.5	
	ABC TV					BEST OF SCOOBY DOO (SD)		RASCALS/RICHIE RICH		MONCHHICHIS		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)					2,770 3.3		3,770 4.5		3,850 4.6		4,270 5.1		5,360 6.4		5,700 6.8	
	SHARE OF AUDIENCE %					19		21		21		19		23		22	
WEEK 2	AVG. AUD. BY ¼ HR.					2.9	3.7	4.2	4.7	4.6	4.7	5.0	5.1	6.2	6.5	6.6	7.0
	TOTAL AUDIENCE (Households (000) & %)	2,180 2.6				3,100 3.7		6,620 7.9				6,370 7.6		5,200 6.2		6,120 7.3	
	CBS TV					CAPTAIN KANGAROO-SAT		BISKITTS (SD)		SATURDAY SUPERCARDE		DUNGEONS AND DRAGONS (SD)		PLASTICMAN (SD)		CHARLIE BROWN/SNOOPY SHOW (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	1,010 1.2				2,350 2.8		4,190 5.0				5,450 6.5		4,190 5.0		5,110 6.1	
WEEK 1	SHARE OF AUDIENCE %	13				19		23				25		17		19	
	AVG. AUD. BY ¼ HR.	1.0	1.1	1.3	1.5	2.4	3.2	4.3	4.8	5.3	5.6	6.5	6.6	4.9	5.1	6.0	6.1
	TOTAL AUDIENCE (Households (000) & %)					3,180 3.8		4,610 5.5		5,780 6.9		7,290 8.7		7,880 9.4		7,630 9.1	
	NBC TV					FLINTSTONE FUNNIES		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III		ALVIN AND THE CHIPMUNKS (SD)	
WEEK 2	AVERAGE AUDIENCE (Households (000) & %)					2,510 3.0		3,690 4.4		4,860 5.8		6,290 7.5		6,960 8.3		6,700 8.0	
	SHARE OF AUDIENCE %					20		22		25		28		29		25	
	AVG. AUD. BY ¼ HR.					2.7	3.4	4.0	4.7	5.2	6.3	7.1	8.0	8.3	8.2	7.8	8.3
	TOTAL AUDIENCE (Households (000) & %)					3,180 3.8		4,440 5.3		5,030 6.0		4,860 5.8		6,450 7.7		7,290 8.7	
WEEK 1	ABC TV					MONCHHICHIS (SD)		RASCALS/RICHIE RICH		NEW SCOOBY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)					2,430 2.9		3,520 4.2		4,270 5.1		4,190 5.0		5,530 6.6		6,290 7.5	
	SHARE OF AUDIENCE %					20		22		22		19		22		23	
	AVG. AUD. BY ¼ HR.					2.6	3.2	4.0	4.4	5.0	5.2	4.7	5.3	6.3	6.8	7.2	7.8
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	1,590 1.9				2,850 3.4		6,290 7.5				6,370 7.6		4,860 5.8		5,950 7.1	
	CBS TV					CAPTAIN KANGAROO-SAT		BISKITTS (SD)		SATURDAY SUPERCARDE		DUNGEONS AND DRAGONS (SD)		PLASTICMAN (SD)		CHARLIE BROWN/SNOOPY SHOW (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	840 1.0				2,180 2.6		3,940 4.7				5,360 6.4		4,190 5.0		4,780 5.7	
	SHARE OF AUDIENCE %	12				18		22				24		17		17	
WEEK 1	AVG. AUD. BY ¼ HR.	.7	.8	1.0	1.4	2.4	2.8	3.6	4.1	4.9	6.1	6.3	6.5	4.7	5.2	5.8	5.5
	TOTAL AUDIENCE (Households (000) & %)					3,520 4.2		5,030 6.0		6,370 7.6		8,130 9.7		9,130 10.9		9,130 10.9	
	NBC TV					FLINTSTONE FUNNIES (SD)		SHIRT TALES		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS	
	AVERAGE AUDIENCE (Households (000) & %)					2,930 3.5		4,110 4.9		5,450 6.5		7,040 8.4		8,130 9.7		8,040 9.6	
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	8.5	9.4	10.9	12.5	15.0	17.4	19.7	22.1	23.4	24.8	25.9	27.7	28.1	29.9	30.9	32.5
	WK. 2	7.2	8.6	9.8	11.9	14.2	17.1	19.0	20.9	22.7	25.0	26.7	28.2	29.6	31.3	32.2	33.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. JAN. 21, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 14, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,540 7.8		{ 7,290 8.7		{ 5,870 7.0		{ 7,460 8.9										
	ABC TV	PUPPY-FURTHER ADVENTURES		SCOOBY & SCRAPPY DOO SHOW (SD)		ABC WEEKEND SPECIALS COUGAR, PT. 2		AMERICAN BANDSTAND										
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,950 7.1		{ 6,120 7.3		{ 4,940 5.9		{ 4,270 5.1										
	SHARE OF AUDIENCE %	{ 22		{ 22		{ 17		{ 14										
	AVG. AUD. BY ¼ HR. %	{ 7.1	7.1	{ 7.5	7.0	{ 5.9	5.9	{ 4.7	4.5	5.5	5.7							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,610 5.5		{ 5,610 6.7		{ 5,450 6.5		{ 7,540 9.0		{ 6,200 7.4		{ 3,520 4.2		{ 10,730 12.8				
	CBS TV	BENJI, ZAX & THE-PRINCE (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		NEW FAT ALBERT SHOW(B) (SD)		CBS CHILDREN'S FILM FEST. THE CHIFFY KIDS		CBS NCAA BASKETBALL-SAT NORTH CAROLINA VS WAKE FOREST (2:00-4:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,110 4.9		{ 4,440 5.3		{ 4,780 5.7		{ 6,030 7.2		{ 5,030 6.0		{ 3,020 3.6		{ 5,110 6.1				
	SHARE OF AUDIENCE %	{ 15		{ 16		{ 16		{ 20		{ 16		{ 10		{ 17				
	AVG. AUD. BY ¼ HR. %	{ 5.0	4.7	{ 4.9	5.8	{ 5.6	5.9	{ 6.9	7.5	6.2	5.9	3.8	3.3	5.2	5.5	6.4	6.1*	
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 8,130 9.7		{ 5,280 6.3		{ 5,610 6.7		{ 6,370 7.6								{ 7,040 8.4		
	NBC TV	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2				VOLVO MASTERS TENNIS-SAT.							(1)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,120 8.5		{ 4,690 5.6		{ 4,690 5.6		{ 2,430 2.9	2.6*			{ 3.0* 8 *		{ 3.0* 8 *		{ 3.0* 8 *	2,180 2.6	
	SHARE OF AUDIENCE %	{ 26		{ 17		{ 16		{ 8	7 *			{ 8 *		{ 8 *		{ 7	2.5*	
	AVG. AUD. BY ¼ HR. %	{ 8.5	8.6	{ 5.5	5.7	{ 5.6	5.6	{ 2.8	2.5	3.0	3.0	2.8	3.2	3.0	3.0	2.3	2.7	
W E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 7,460 8.9		{ 7,210 8.6		{ 5,030 6.0		{ 7,630 9.1										
	ABC TV	PUPPY-FURTHER ADVENTURES		BEST OF SCOOBY DOO (SD)		ABC WEEKEND SPECIALS COUGAR, PT. 3		AMERICAN BANDSTAND										
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,200 7.4		{ 6,030 7.2		{ 4,110 4.9		{ 4,610 5.5	4.8*			{ 6.1* 17 *						
	SHARE OF AUDIENCE %	{ 22		{ 21		{ 14		{ 15	13 *			{ 17 *						
	AVG. AUD. BY ¼ HR. %	{ 7.4	7.4	{ 7.5	6.9	{ 4.6	5.3	{ 4.6	5.1	6.3	5.9							
W E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 3,770 4.5		{ 4,110 4.9		{ 5,280 6.3		{ 6,200 7.4		{ 6,030 7.2		{ 3,940 4.7						
	CBS TV	BENJI, ZAX & THE-PRINCE (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST.						
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,100 3.7		{ 3,440 4.1		{ 4,780 5.7		{ 4,940 5.9		{ 4,690 5.6		{ 2,930 3.5						
	SHARE OF AUDIENCE %	{ 11		{ 12		{ 16		{ 16		{ 15		{ 10						
	AVG. AUD. BY ¼ HR. %	{ 3.9	3.4	{ 3.9	4.4	{ 5.5	5.8	{ 5.7	6.0	5.6	5.7	3.5	3.4					
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 9,550 11.4		{ 7,120 8.5		{ 7,040 8.4		{ 4,860 5.8		{ 9,720 11.6								
	NBC TV	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR				NCAA BASKETBALL-REG'L VILLANOVA VS NOTRE DAME FRESNO VS UNIV. OF NEVADA/L.V. MULTI-SEGMENT TELECAST						
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,720 10.4		{ 6,200 7.4		{ 5,870 7.0		{ 3,850 4.6		{ 3,850 4.6		{ 4.3* 12 *		{ 4.4* 12 *		{ 4.7* 12 *	4.9*	
	SHARE OF AUDIENCE %	{ 31		{ 21		{ 20		{ 13		{ 12		{ 12 *		{ 12 *		{ 12 *	13 *	
	AVG. AUD. BY ¼ HR. %	{ 10.3	10.5	{ 7.2	7.6	{ 7.2	6.7	{ 4.6	4.6	4.4	4.2	4.5	4.3	4.8	4.7	4.8	5.0	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	32.7	33.2	32.8	33.3	34.8	36.3	35.7	35.9	36.2	37.3	36.6	36.2	35.3	35.9	36.0	35.6
		WK. 2	33.6	34.1	34.4	34.7	34.8	35.6	35.6	35.8	36.5	36.7	35.7	36.3	36.6	37.4	37.7	38.7

U.S. TV Households: 83,800,000

(1) NCAA BASKETBALL-NAT'L, U OF ALA/BIRM VS DEPAUL & VIRGINIA TECH VS LOUISVILLE, NBC, MULTI-SEG TELECAST

For explanation of symbols, See page A.

DAY SAT. JAN. 21, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 14, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,850 4.6		10,560 12.6						15,000 17.9							
	ABC TV			SPORTSBEAT			PRO BOWLERS TOUR (3:30-5:04PM) (-OP)						ABC WIDE WORLD-SPORTS SAT (5:04-6:30PM) (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	3,180 3.8		6,370 7.6				8.0*		6,870 8.2		8.2*		9.0*		7.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	10 3.8		18 5.9		16* 6.7	7.8	19* 8.3	18* 8.3	17 8.1	18* 8.2	18* 8.7	18* 9.2	18* 7.7	14* 7.4		
E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,650 15.1										14,080 16.8	
	CBS TV						CBS NCAA BASKETBALL-SAT NORTH CAROLINA VS WAKE FOREST (2:00-4:00PM)			CBS SPORTS SATURDAY							CBS SAT. NEWS- SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)	{		6.6*		6.4*	5,530 6.6	5.1*		6.5*		7.2*		7.6*			12,230 14.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	6.2	18* 7.0	6.8	17* 6.0	15 4.7	13* 5.4	6.1	15* 6.8	7.0	17* 7.5	7.8	16* 7.5			26 14.2	15.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{							8,550 10.2								6,540 7.8	
	NBC TV						NCAA BASKETBALL-NAT'L U OF ALA/BIRM VS DEPAUL VIRGINIA TECH VS LOUISVILLE MULTI-SEGMENT TELECAST (-OP)					BOB HOPE GOLF-SAT (4:34-6:30PM) (OP)					NBC NIGHTLY NEWS- SAT.	
	AVERAGE AUDIENCE (Households (000) & %)	{		2.7*		2.3*		2.7*	3,350 4.0	2.3*		3.5*		4.5*		5.5*	5,530 6.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	2.9	7* 2.6	2.0	6* 2.6	2.7	7* 2.6	9 2.2	5* 2.4	3.4	8* 3.6	4.1	10* 4.9	5.4	11* 5.6	12 6.3	6.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,730 12.8						19,360 23.1									
	ABC TV						PRO BOWLERS TOUR						ABC WIDE WORLD-SPORTS SAT					
	AVERAGE AUDIENCE (Households (000) & %)	{	6,030 7.2						9,720 11.6									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	17 5.0	14* 6.3	7.2	17* 7.6	8.4	19* 8.5	23 9.1	20* 9.9	11.2	24* 12.6	24* 12.2	24* 11.9	23* 12.6	23* 13.2		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	16,510 19.7														11,480 13.7	
	CBS TV									CBS SPORTS SATURDAY							CBS SAT. NEWS- SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,120 7.3	5.6*		7.1*		7.7*		8.0*		7.9*		7.3*			10,220 12.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	16 5.1	14* 6.2	6.8	17* 7.4	7.7	18* 7.7	8.1	18* 7.9	8.8	16* 7.0	7.6	14* 7.1			21 12.0	12.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{		7,790 9.3													7,960 9.5	
	NBC TV			(1) (-OP)			NCAA BASKETBALL-NAT'L GEORGETOWN VS ST JOHN'S (3:19-5:03PM) (OP)										NBC NIGHTLY NEWS- SAT.	
	AVERAGE AUDIENCE (Households (000) & %)	{		3,600 4.3													6,540 7.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%		10 4.2	4.3	10* 3.8	4.5	11* 4.7	4.4	10* 4.2	4.5						14 7.9	7.8
TV HOUSEHOLDS USING TV		WK. 1	36.3	37.6	39.4	41.0	41.3	42.5	44.6	45.2	44.3	45.8	48.1	49.9	53.2	54.8	56.4	57.9
(See Def. 1)		WK. 2	39.8	41.1	42.4	42.8	43.6	44.9	46.1	46.9	48.9	49.8	51.0	51.8	54.8	57.0	57.9	57.9

U.S. TV Households: 83,800,000

(1) NCAA BASKETBALL-REG'L, VILLANOVA VS NOTRE DAME & FRESNO VS LAS VEGAS, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. JAN. 21, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 15, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV	MEATBALLS & SPAGHETTI (SUS)(SUS-SD)	GILLIGAN'S PLANET (SUS)(SUS-SD)	CAPTAIN KANGAROO-SUN (SUS)						SUNDAY MORNING						FACE THE NATION	
	AVERAGE AUDIENCE (Households (000) & %)									8,040 9.6						4,270 5.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %									5.7 23 4.6	5.2* 24* 5.7		6.2* 26* 6.2		5.7* 21* 5.7	3,180 3.8 12 4.0	3.7
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV		WK. 1	6.1	6.9	7.7	9.6	12.4	15.7	17.7	19.2	21.6	23.3	24.0	24.8	27.4	28.7	30.5
(See Def. 1)		WK. 2	5.3	6.0	7.6	9.6	11.9	14.7	17.1	20.1	21.9	23.9	26.0	27.3	29.3	30.0	31.0
																	30.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. JAN. 22, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 15, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,360 5.2													
	ABC TV			← THIS WK-DAVID BRINKLEY(B) →				DIRECTIONS (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)			2,600 3.1													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			9 2.8	9 3.2	9 3.4	9 3.1										
W E E K 2	TOTAL AUDIENCE (Households (000) & %)									13,410 16.0							
	CBS TV			FOR OUR TIMES (SUS)				NBA ON CBS BOSTON VS MILWAUKEE (1:00-3:30PM)									
	AVERAGE AUDIENCE (Households (000) & %)									5,610 6.7	5.8*		6.5*		6.6*		7.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %									16 5.8	15 5.8		16 6.8		16 6.5		18 7.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,350 2.8		9,470 11.3									
	NBC TV					MEET THE PRESS				VOLVO MASTERS TENNIS-SUN. (12:30-3:06PM)							
	AVERAGE AUDIENCE (Households (000) & %)					1,760 2.1		4,020 4.8	2.8*		4.5*		5.6*		5.9*		5.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					6 2.0	6 2.2	12 2.3	8 3.2	12 4.4	12 4.6	14 5.5	14 5.8	14 5.8	14 6.0	14 5.5	13 5.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			6,120 7.3				4,360 5.2									
	ABC TV			← THIS WEEK-DAVID BRINKLEY →				VOTING FOR DEMOCRACY									
	AVERAGE AUDIENCE (Households (000) & %)			3,440 4.1	3.8*			2,350 2.8	2.8*		2.8*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			11 3.8	10 3.8			7 2.9	7 2.6		7 2.9						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							17,100 20.4								31,680 37.8	
	CBS TV					FOR OUR TIMES (SUS)				CBS NCAA BASKETBALL-SUN HOUSTON VS KENTUCKY (12:30-2:42PM) (-OP)						SUPER BOWL TODAY (2:42-4:24PM) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)							7,370 8.8	6.2*		7.6*		8.5*		11.2*	21.7	14.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							21 5.6	16 6.9		20 7.6		20 9.2		26 11.3	44 13.2	30 14.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,510 3.0		8,800 10.5								9,550 11.4			
	NBC TV			MEET THE PRESS				NCAA BASKETBALL GAME-SUN UCIA VS LOUISVILLE (12:00-2:02PM) (-OP)						SPORTSWORLD (2:02-3:30PM) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)			1,760 2.1		3,350 4.0	3.7*			3.9*		3.8*		5,280 6.3	5.6*		6.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			6 2.0	6 2.2	10 3.6	10 3.9	10 4.3	10 3.4	10 3.6	10 4.0	11 4.6	11 4.6	14 5.1	13 6.0	14 6.6	14 6.7
TV HOUSEHOLDS USING TV WK. 1		31.6	33.6	33.7	34.2	35.2	36.6	37.4	38.6	39.4	40.3	40.7	40.9	41.1	41.9	42.8	42.8
(See Def. 1) WK. 2		32.8	33.7	35.4	37.0	38.8	40.0	40.0	40.4	40.5	42.5	44.4	45.8	46.9	48.0	49.3	49.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. JAN. 22, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 15, 1984

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)							5,870 7.0								6,030 7.2	
	ABC TV							USA-WORLD-AMATEUR BOXING								ABC WRLD NEWS-SUN(B)	
	AVERAGE AUDIENCE (Households (000) & %)							3,100 3.7	2.7*			3.8*		4.6*		4,860 5.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							7 2.6	6* 2.9			8* 4.0		9* 4.5		10 5.5	6.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			18,020 21.5										15,420 18.4			
	CBS TV			NBA ON CBS BOSTON VS MILWAUKEE (1:00-3:30PM)				CBS SPORTS SUNDAY								CBS EVENING NEWS-DEAN	
	AVERAGE AUDIENCE (Households (000) & %)			7,290 8.7	7.4*			8.5*	9.4*			9.0*		9.1*		13,070 15.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			17* 7.1	18 7.2	16* 7.6	8.1	18* 9.0	20* 9.1			18* 9.1		18* 8.9		27 14.7	16.5
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			9,970 11.9				15,750 18.8									
	NBC TV			(1) (-OP)		SPORTSWORLD								BOB HOPE GOLF-SUN (4:30-7:05PM)			
	AVERAGE AUDIENCE (Households (000) & %)			5,360 6.4		7.0*		6.4*	7.8	6.4*		7.3*		7.8*		8.6*	8.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			10* 4.4	14 5.1	16* 6.5	7.4	14* 5.9	15 6.3	13* 6.5		15* 7.2		15* 7.4		15* 8.5	15* 8.9
WEEK 4	TOTAL AUDIENCE (Households (000) & %)															5,280 6.3	
	ABC TV															ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)															4,360 5.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %															8 5.2	5.3
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					35,700 42.6	52,710 62.9										
	CBS TV					SUPER BOWL TODAY (2:42-4:24PM) (-OP)		(2) (-OP)		SUPER BOWL XVIII GAME WASHINGTON VS LOS ANGELES RAIDERS (4:42-8:20PM) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)					33,520 40.0	38,880 46.4	45.3*		47.5*		48.4*		47.0*		45.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					70 36.3	71 44.1	76* 45.5		78* 47.3		76* 48.3		72* 47.9		68* 43.8	46.1
WEEK 6	TOTAL AUDIENCE (Households (000) & %)															5,870 7.0	
	NBC TV					SPORTSWORLD (2:02-3:30PM)								NBC NIGHTLY NEWS-SUN			
	AVERAGE AUDIENCE (Households (000) & %)															4,610 5.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %															8 5.4	5.6
TV HOUSEHOLDS USING TV		WK. 1	43.0	43.4	45.1	46.3	45.9	46.6	48.1	49.0	49.4	50.9	53.3	55.2	57.8	59.5	60.9
(See Def. 1)		WK. 2	51.4	52.2	52.2	52.9	54.8	56.6	59.6	61.2	61.7	62.3	62.9	63.7	64.9	64.9	65.5

U.S. TV Households: 83,800,000

(1) VOLVO MASTERS TENNIS-SUN., NBC, (12:30-3:06PM)(S) (2) SUPER BOWL XVIII-KICKOFF, CBS, (4:24-4:42PM)(S)

For explanation of symbols, See page A.

DAY SUN. JAN. 22, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON		8.58- 8.59PM	8.45	14,580	17.4	14,580	17.4	24	17.4								
ABC AMERICAN MUSIC AWARDS(S)	2	9.00-11.09PM	+GRID 11.00								32,850	39.2	22,960	27.4 25.9*	41 47*	25.9	
EVENING TUESDAY																	
ABC ABC BUSINESS BRIEF-TUE(SUS)	2	8.57- 8.59PM	8.45														
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED	1	8.58- 8.59PM	8.45	19,020	22.7	19,020	22.7	33	22.7		19,530	23.3	18,350	21.9	31	21.9	
	2	8.57- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC BUSINESS BRIEF-THU(SUS)	2	8.58- 8.59PM	8.45														
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.57- 8.59PM	8.45	13,490	16.1	11,980	14.3	21	14.3		13,660	16.3	13,660	16.3	25	16.3	
	2	8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	13,660	16.3	13,660	16.3	26	16.3		15,500	18.5	15,500	18.5	30	18.5	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,660	16.3	13,660	16.3	27	16.3		15,170	18.1	15,170	18.1	29	18.1	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

[illegible]

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
NBC TONIGHT SHOW		11.30-12.30AM	11.30 11.45 12.00 12.15	9,720	11.6	6,200	7.4	22	8.3	M-F		9,800	11.7	6,450	7.7	22	8.6	M-F	
							8.1*	21*	7.8	M-F					8.5*	22*	8.3	M-F	
									7.2	M-F							7.5	M-F	
							6.8*	23*	6.3	M-F					6.9*	23*	6.4	M-F	
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30 12.45	3,270	3.9	2,600	3.1	14	3.4	M-TH		3,180	3.8	2,430	2.9	14	3.2	M-TH	
									2.9	M-TH							2.6	M-TH	
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45	5,870	7.0	3,020	3.6	16	4.9	FRI.		7,370	8.8	3,770	4.5	20	6.3	FRI.	
							4.5*	17*	4.2	FRI.					5.7*	20*	5.1	FRI.	
									3.6	FRI.							4.7	FRI.	
							3.3*	15*	3.0	FRI.					4.4*	20*	4.0	FRI.	
									3.1	FRI.							3.6	FRI.	
							3.0*	18*	2.8	FRI.					3.4*	20*	3.2	FRI.	
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00 1.15	2,430	2.9	2,010	2.4	15	2.5	M-TH		2,260	2.7	1,760	2.1	13	2.4	M-TH	
									2.2	M-TH							1.9	M-TH	
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-600A(SUS)		6.00- 6.15AM	6.00							M-F								M-F	
ABC ABC WORLD NEWS-MORN-615A(SUS)		6.15- 6.30AM	6.15							M-F								M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,350	2.8	2,260	2.7	20	2.7	M-F		2,430	2.9	2,180	2.6	20	2.6	M-F	
ABC ABC SPC RPT-842A(SUS)	1	8.42- 8.49AM	8.30							THU.									
ABC REAGAN ADDRESS-ABC(SUS)	2	10.00-10.30AM	10.00															MON.	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,710	9.2	7,460	8.9	27	8.9	M-F		8,040	9.6	7,880	9.4	27	9.4	M-F	
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30 4.45 5.00 5.15									9,390	11.2	6,370	7.6	17	8.0	WED.	
															7.5*	18*	7.0	WED.	
																	7.5	WED.	
															7.6*	16*	7.7	WED.	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,590	1.9	1,170	1.4	15	1.2	M-F		1,340	1.6	1,010	1.2	13	1.1	M-F	
									1.5	M-F							1.3	M-F	
CBS REAGAN ADDRESS-CBS(SUS)	2	10.00-10.30AM	10.00															MON.	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	8,130	9.7	7,790	9.3	33	9.3	M-F		8,630	10.3	8,300	9.9	33	9.9	M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	6,290	7.5	5,950	7.1	19	7.1	M-F		6,620	7.9	6,370	7.6	20	7.6	M-F	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	1,930	2.3	1,340	1.6	13	1.3	M-F		1,680	2.0	1,170	1.4	12	1.2	M-F	
									1.9	M-F							1.6	M-F	
NBC REAGAN ADDRESS-NBC(SUS)	2	10.00-10.30AM	10.00															MON.	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,940	4.7	3,940	4.7	15	4.7	MWF		4,190	5.0	4,190	5.0	14	5.0	MWF	
DAY SATURDAY																			
ABC MENU DO-8:25AM	1	8.25- 8.29AM	8.15	3,850	4.6	3,520	4.2	23	4.2										
ABC SCHOOL HOUSE ROCK-8:25AM	2	8.25- 8.29AM	8.15									3,350	4.0	2,850	3.4	21	3.4		
ABC MENU DO-10:25AM		10.25-10.29AM	10.15	6,200	7.4	5,450	6.5	22	6.5			6,120	7.3	5,360	6.4	21	6.4		
ABC MENU DO-11:55AM	2	11.55-11.59AM	11.45									6,370	7.6	5,450	6.5	19	6.5		
ABC SCHOOLHOUSE ROCK-11:55AM	1	11.55-11.59AM	11.45	6,200	7.4	5,450	6.5	20	6.5										
ABC PRO BOWLERS TOUR	1	3.30- 5.04PM	5.00	10,560	12.6	6,370	7.6	18	8.0										

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					TELE- CAST DAYS	WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE				AVG. AUD.BY ¼ HR %	TOTAL AUDIENCE		AVERAGE AUDIENCE		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %
DAY SATURDAY-CONT'D															
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,020	3.6	2,930	3.5	21	3.5	2,510	3.0	2,350	2.8	18	2.8
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,110	6.1	4,690	5.6	20	5.6	5,280	6.3	4,860	5.8	21	5.8
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,860	5.8	4,270	5.1	17	5.1	5,110	6.1	4,530	5.4	17	5.4
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,360	6.4	4,780	5.7	18	5.7	4,530	5.4	3,940	4.7	14	4.7
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	3,850	4.6	3,600	4.3	13	4.3	3,020	3.6	2,770	3.3	10	3.3
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	6,790	8.1	6,200	7.4	21	7.4	4,780	5.7	4,440	5.3	15	5.3
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,860	5.8	4,440	5.3	14	5.3	5,030	6.0	4,690	5.6	15	5.6
NBC ONE TO GROW ON-8:28AM	2	8.28- 8.30AM	8.15							4,110	4.9	3,940	4.7	30	4.7
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,020	4.8	3,850	4.6	21	4.6	4,530	5.4	4,270	5.1	25	5.1
NBC ONE TO GROW ON-10:28AM	2	10.28-10.30AM	10.15							8,380	10.0	8,130	9.7	31	9.7
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	6,700	8.0	6,540	7.8	24	7.8	8,550	10.2	8,300	9.9	30	9.9
NBC ONE TO GROW ON-12:28PM	2	12.28-12.30PM	12.15							5,200	6.2	4,940	5.9	16	5.9
NBC NCAA BASKETBALL-REG'L	2	1.00- 3.17PM	-GRID 3.15							9,720	11.6	3,850	4.6 4.5*	12 11*	3.9
NBC NCAA BASKETBALL-NAT'L	1	2.30- 4.39PM	-GRID 4.30 4.45	7,040	8.4	2,180	2.6 3.3*	7 8*	3.2 .8						
DAY SUNDAY			5.00												
CBS IN THE NEWS-7.26AM-SUN(SUS)	1	7.26- 7.29AM	7.15												
CBS IN THE NEWS-7.56AM-SUN(SUS)	1	7.56- 7.59AM	7.45												
CBS CBS NCAA BASKETBALL-SUN	2	12.30- 2.42PM	-GRID 2.30							17,100	20.4	7,370	8.8 13.1*	21 29*	13.1
CBS SUPER BOWL TODAY(S)	2	2.42- 4.24PM	-GRID 4.15							31,680	37.8	18,180	21.7 30.7*	44 58*	32.5
CBS SUPER BOWL XVIII-KICKOFF(S)	2	4.24- 4.42PM	-GRID 4.30							35,700	42.6	33,520	40.0	70	41.8
NBC NCAA BASKETBALL GAME-SUN	2	12.00- 2.02PM	-GRID 2.00							8,800	10.5	3,350	4.0	10	4.1

Bulletin

February 6, 1984

THE PRESIDENT'S JANUARY 16 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Monday January 16, 1984, at 10:00-10:30AM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	19.3	16.2
Average Audience		
Households	16.6	13.9
Total Persons*	7.8	17.1
Total Women	12.2	10.7
18-49	8.6	4.7
Total Men	5.7	4.5
18-49	1.7	.9
Total Teens	2.7	.6
Total Children*	4.1	1.3

*Excluding children under 2 years of age.

A.C. NIELSEN COMPANY

Nielsen Plaza • Northbrook, IL 60062 • (312) 498-6300
New York, NY 10104 • 1290 Ave. of the Americas • (212) 708-7500
Menlo Park, CA 94025 • 70 Willow Road • (415) 321-7700

Line-up changes

A C. Nielsen Company

Nielsen Plaza
Northbrook, IL 60062
(312) 498-6300

1290 Avenue of the Americas
New York, NY 10104
(212) 708-7500

70 Willow Road
Menlo Park, CA 94025
(415) 321-7700

April 27, 1984

NIELSEN NATIONAL TV RATINGS REPORT 2ND JANUARY 1984 January 9-22, 1984

The following revised program audience data are the result of program lineup changes received from the Networks too late for inclusion in the above report.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME						NO. OF T/C THIS SEASON		NO. STATIONS & PROG. COVG		K E Y		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK1	WK2			AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS 2+	LADY OF HOUSE	WORK- ING WO- MEN	WOMEN (BY AGE)					MEN (BY AGE)					TEENS (12-17)		CHILDREN (2-11)										
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEMALE	TOTAL 6-11									
PG. 30																																					
ABC AFTERSCHOOL SPECIAL(S)														194	A	8.2	18	687	1675	596	173A	683	288A	447	288A	303A	229A	355	217A	266A	211A	108A	89A	415	344	222A	127A
2 WED 4:30PM 60 ABC FV														98																							
4:30-5:00														A	8.0	19	670	1616	641	198A	730	289A	474	339A	328A	244A	352	223A	295A	240A	129A	57V	415	356	119A	33V	
5:00-5:30														A	8.3	18	696	1736	556	148A	642	288A	425	236A	281A	217A	355	212A	240A	187A	87A	115A	417	334	322A	217A	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM				WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 2										
							TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY	TELE- CAST DAYS				
							HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	% HR					
PG. A-43																	
DAY MONDAY-FRIDAY																	
ABC ABC AFTERSCHOOL SPECIAL								2	4:30-5:30PM	4:30	10,220	12.2	6,870	8.2	1.8	8.5	WED
										4:45				8.0*	1.9*	7.6	WED
										5:00						8.1	WED
										5:15				8.3*	1.8*	8.5	WED

PROGRAM AUDIENCE ESTIMATES (By Time Periods)

DAY			AVERAGE MINUTE AUDIENCE %																	
TIME (N.Y.T.)			HOUSE- HOLDS	AUDIENCE COMPOSITION																
NTWK	WK1	PROGRAM NAME		TOTAL PERSONS 2+	LADY OF HOUSE	WORK- ING WOMEN	WOMEN (BY AGE)					MEN (BY AGE)					TEENS (12-17)		CHILDREN (2-11)	
							TOTAL	18-34	18-49	25-54	55+	TOTAL	18-34	18-49	25-54	55+	TOTAL	FEMALE	TOTAL	6-11
PG. 73																				
MONDAY-FRIDAY DAYTIME																				
4:30-5:00PM TVU			41.9	24.0	24.6	15.7	23.7	20.4	20.6	20.0	30.4	15.2	13.9	12.7	11.6	22.6	30.0	33.6	42.3	40.5
A2 ABC AFTERSCHOOL SPECIAL(S) 8.0			8.0	4.9	5.8	4.0A	5.6	5.7A	5.8	4.9A	6.1A	3.0	4.5A	3.7A	3.6A	1.9V	13.0	22.7	2.5A	1.2V
5:00-5:30PM TVU			46.0	28.1	29.3	19.9	28.0	22.9	23.8	23.6	37.0	20.1	18.5	17.2	16.7	28.2	33.9	36.3	43.9	43.3
A2 ABC AFTERSCHOOL SPECIAL(S) 8.3			8.3	5.5	5.2	3.1A	5.1	5.9A	5.4	3.5A	5.6A	3.1	4.4A	3.1A	2.9A	3.9A	13.6	22.1	6.9A	7.9A

NAC